

# Art 414: Advanced Problems in Graphic Design

## Contact info:

Cara Brewer Thompson •Office- 32 A Lanigan • phone (312) 5623  
•email [cara.thompson@oswego.edu](mailto:cara.thompson@oswego.edu) (AIM: CLan32 or at <http://www.classes.brewerthompson.com/contact>)  
Office hours::Monday 12-2 , Tues 5-6 or by appointment.

**Class Website:** <http://www.classes.brewerthompson.com>

**Class Calendar:** <http://ical.mac.com/carathompson/414>

**Student Calendar:** <http://brewerthompson.com/414/>

Password and user name given in class.

**Course Description:** Studio course dealing with the study and practice of graphic design. Emphasis is placed on the creative use of digital technologies and microcomputer application is the creation of tight mechanical comprehensives of graphic design projects or related digital media projects. Presentation of original work is required.

This course provides an opportunity for independent research and development in digital imagery techniques and production concepts, as well as provides opportunity for the development of a professional package for entry into the field. Participants are expected to use the semester to improve previously constructed projects while focusing their portfolio towards a specific area of industry. This course will further develop the student's understanding of commercial applied design processes and production techniques.

## Prerequisites

Senior standing or permission of the instructor

## Methods of Instruction

Lectures, demos, presentations, discussion, readings, critiques.

**Course Requirements:** Students are expected to participate fully during class time. Out of class time both in lab and outside of the lab will be required to finish assignments. Students are expected to participate in critique, and present original visual projects.

Students must come to class prepared to work. They must keep a daily log of activities accounting for how they are spending their time.

Creative groups will be formed during the second week. Mirroring industry practice, the function of the creative group facilitates ideation testing and pushing members to create the best quality work possible. In industry, group members receive promotion and advancement based on both their individual performance as well as the group. In this class, participants seeking B+ or higher must receive endorsement from their group.

## Required Books:

- Graphic Design Solutions Robin Landa ISBN: 1401881548
- Becoming a graphic designer -Steven Heller ISBN: 047117677X
- Graphic Artists Guild Handbook ISBN: 0932102123

**Attendance:** If you are well, you are expected to be in class . If you have a fever, STAY HOME and contact me. You will be expected to

make up any work you have missed. If you are well: Attendance in class is required. Unexcused absences will negatively affect your grade. Students are required to be present in class for the entire duration of the class period. Missing class does not excuse you from turning in projects on time. It is up to you to get your work to me on time.

**Tardiness:** Class starts on time. Repeated tardiness will be accrued as absences and will affect your participation grade.

**Project due dates:** project dates will be announced in class or agreed on by written contract between the instructor, student and/or client. You will be responsible for meeting your deadlines. Late assignments will be graded down up to 10 points for each class it is late. Missing critiques will additionally affect your grade.

## Grading criteria:

**A:** (100-90) Outstanding, dedicated effort, extremely successful work- both in concept and execution. Turned in on time. Sets a standard for other students.

**B:** (89-80) Good to very good work exhibiting understanding of subject matter, Better than average performance with some evidence of going beyond the basic requirements.

**C:** (79-70) acceptable work. Assignment shows some potential, but is not (conceptual or technically) carried through fully. Average effort.

**D:** (69-60) Poor or incomplete work. Minimal effort, marginal understanding.

**E:** (59 and below) Unacceptable work.. Incomplete or lacking understanding of material.

## Supplies:

- Drawing and Layout tablets, Basic Designer marker set.
- Portfolio supplies (including professional portfolio!)
- Framing supplies
- External storage (external HD strongly recommended)

## Fees: LAB & PRINT FEE:

Students are required to pay a lab fee of \$65.00. This is paid as part of the tuition for the class. In addition to this, students are required to pay for each print they produce using lab printers. This fee is paid at the bursar's prior to being allowed to print. Students with financial difficulty can speak to Cara.

## COURSE OBJECTIVES:

Upon completion of this course the student will be able to:

A. Analyze digital imagery, listing and describing technical requirements.

B. Identify in imagery, with or without words, instances of emotive and rhetorical devices used to persuade the reader.

C. Construct visual projects that analyze and demonstrate concepts in a specified communication form.

D. Select the necessary tools to prepare professional quality images using microcomputers as well as various input and output peripheral devices.

E. Demonstrate, through the production of portfolio pieces, a level of creativity and skill which is acceptable for entry into an applied design profession.

F. Develop and construct project profiles including a backward plan, budget, and technical specific cations and justifications.

G. Use knowledge of basic composition and digital imaging techniques to produce studies leading to the creation of original illustrative imagery.

H. Prepare concept sketches in support of visual solutions.

## STUDENTS WITH DISABILITIES:

If you have a disabling condition which may interfere with your success in this class, please contact the Disabled Student Services (DSS), 183 Campus Center x 3358. Additionally, please see me privately to discuss your accommodations.

## STUDENT BEHAVIORAL CODE:

All forms of misconduct in the studio as defined by the provisions in the Student Handbook may result in disciplinary action in the form of one or more sanctions listed in Section 44. When misconduct occurs, the student will meet with the instructor and receive a letter documenting the misconduct and actions agreed upon by both parties, including a warning that further misconduct may cause more severe disciplinary action from the Office of Judicial Affairs. In addition to guides set forth in the Student Handbook: Do not operate equipment, use tools or materials you have not been instructed in. Beepers and cell phones must be turned off during class.

## COLLEGE POLICY ON INTELLECTUAL INTEGRITY

Intellectual integrity on the part of all students is basic to individual growth and development through college course work. When academic dishonesty occurs, the teaching/learning climate is seriously undermined and student growth and development are impeded. For these reasons, any form of intellectual dishonesty is a serious concern and is therefore prohibited. The full intellectual integrity policy can be found at: [http://www.oswego.edu/administration/registrar/policy\\_text.html#cpii](http://www.oswego.edu/administration/registrar/policy_text.html#cpii)

## FINAL PORTFOLIO & SELF-PROMOTIONAL PACKAGE

Each participant in the class will be responsible for presenting and defending a body of work that meets professional standards. Participants may elect to prepare application packages for graduate school. Each participant must formally present their work in proper professional attire during the last week of class.

- Print Portfolio: 12 for BA, 18 for BFA.
- Interactive PDF portfolio consisting of 12 for BA, 18 for BFA, resumé, and background info. Must burn to disk. Label design must also be considered, case optional.  
**OR** a Web Site consisting of 12 projects/18 for BFA, resumé, and background info.
- Business model resumé (print and pdf), stationary, and business card.
- Artist Sample Page (print and pdf)
- Cover and Query Letter Template
- Thank you letter or card.
- Folder/ delivery system for packet

YOU WILL BE REQUIRED TO LEAVE ONE COMPLETE PACKET (resume, sample page, letter and business card ) as a permanent record for the department.

## Important dates:

- Sept 3,8:** all existing work brought in for review and analysis.
- Sept 10:** rough resume due
- Sept 12:** project proposals due, application for BA/BFA exhibitions identity due.
- Oct 15:** Must have met with any assigned clients, and had at least 1 critique on each project
- Oct 20:** midterm review of e-process books

- Oct 29:** approval on work (3-5) for BFA Show
- Nov 5:** approval on work (1) for BA Show
- Nov 10:** Print Portfolio--Non class project related pages, Resumé, Cover and Query letter.
- Nov 17:** Artist Sample Page, Business Cards
- Dec 1:** Web Portfolio--or PDF (projects up to this time included)
- Dec 8:** Resubmission of Print & PDF or web (with corrections and updates) ALL projects due by this time. No exceptions.
- Dec 10:** Interview Night— Final Package and portfolio left for grading
- Dec 15:** Interview spillover night.
- Dec 17:** Return of all materials

## GRADE ALLOCATION:

- Contribution/presentations:** daily contribution to the class as a whole, meaningful participation in critique and process, professionalism. Articulate presentation of material both in critique and final interview. (10%)
- Process notebooks:** (20%)
- Projects:** (70%) major projects and portfolio

## PROJECTS

- BFA:** 2 projects, BFA (3-6 pieces) exhibition, plus process notebook
  - BA:** 3 projects, (1 piece) plus process notebook
- Students are assigned projects based on their proposals and negotiation with the professor and client.

Projects should address areas in your portfolio that need work. ALL projects must be accompanied by a proposal (signed by the student and Cara). Ideas can be found in the Landa book. Additionally, students are encouraged to create a project which incorporates studio work and/or reworking a less successful project from a previous semester. Any client work will be assigned based on applications. All paperwork must be filed in advance and terms of the contract must be fulfilled.

## BFA EXHIBITION

BFA students must complete all requirements for the BFA show including participation in the exhibition catalogue. (Artist page and statements)

## ELECTRONIC PROCESS NOTEBOOKS

All students are required to maintain an electronic process notebook for the semester's work. This notebook will be turned in at midterm and final and will be kept by the department as a record of your capstone experience. The notebook should be created in Quark or inDesign and should be ORGANIZED into sections for each project. It should finally be exported as a multi-page pdf. Each project (not including portfolio) section should include :

- project proposal sheet
- design brief outlining goals and expectations and identifying client needs and market
- an activity log summarizing activity in class and keeping track of hours
- any release contracts for models/location or talent
- thumbnails and sketches
- all client correspondence (may be in a separate directory from the pdf)
- any written analysis or other work done for class.
- a diagram of directory structure

The process book will be graded on thoroughness, writing, critical thinking skills and organization.

**Common Criteria for turning in projects:** all projects must be turned in on my hard drive as well as Lisa French. Assignments will only be counted on time when received on MY hard drive. Electronic files should be turned in along with printed work. (these do not need to be mounted) . Files must be turned in professionally: web files should be turned in as you would for a client. Print files should be turned in as if they were

being given to a printer. If in doubt , research and ask questions!  
ALL files (except individual web files) should be prefixed with your initials and class number. (EX: ct309\_myfile fla)

Each project must be built according to industry standards and must be properly documented in the process book.

## **SEMESTER SCHEDULE**

*check the class website for details:*

<http://ical.mac.com/carathompson/414>

You will also be asked to submit due dates for your projects online on the student calendar.

## **Clients**

will be visiting class during the first weeks of September. BFA students are encouraged to work with one client and will be asked to rank their choices. BA students MAY apply for spots as well.

## **BFA/BA Exhibition Promotion**

•BA/BFA exhibition(interface, book, postcard and poster/postcard) (web and print). This will require sketches and an application letter by September 12.