

Art 414: Advanced Problems in Graphic Design

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

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

Student Calendar: <http://www.brewerthompson.com/seminar>

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.

Required Books:

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

Attendance in class is required. Students are required to be present in class for the entire duration of the class period. Any work that is missed due to an absence must be made up the by the following 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. More than 3 unexcused absences will lower your final grade one full letter grade. Additional absences may further lower your grade.

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 and student. You will be responsible for meeting you 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
- Binder for process notebook.
- Zip, Flash, CD, and/or DVD disks

Fees: LAB & PRINT FEE:

Students are required to pay a lab fee of \$55.00. 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 specifications 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 ability to successfully complete this course, please contact Office of Disabled Student Services, Campus Center, Phone: 312-3358, Email: dss@oswego.edu. It is up to the student to identify, if necessary, to the instructor as having a registered disability.

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

Disabilities: If you have a disabling condition which may interfere with your success in this class, please contact the Disabled Student Services (DSS), 210 Swetman Hall, x 3358. Additionally, please see me privately to discuss your accommodations.

FINAL PORTFOLIO & SELF-PROMO 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.
- Web Site consisting of 10 projects, resumé, and background info. (BA students without web experience will be given a web designer from the class who will design and create their site--with assistance from the BA student).
- 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

Due Dates for Self-Promotional Package:

Nov 3: Print Portfolio--Non class project related pages, Resumé, Cover and Query letter.

Nov 17: PDF Portfolio--Non class project related pages, Artist Sample Page, Business Card

Dec 1: Web Portfolio-- Non class project related pages

Dec 8: Resubmission of Print & PDF (with corrections and updates)

Dec 10: Mock Interview Night— Final Package left for grading

Dec 15: End of class discussion

Dec 17: Return of all materials

JOB HUNTING SITES:

www.topdesignfirms.com/

www.coroflot.com/

www.nyjobzone.org/jobseeker www.essentialnyjobs.com

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: (10%)

Projects: (80%) major projects

PROJECTS

BFA: 2 projects plus BFA exhibition plus process notebook

BA: 3 projects plus process notebook

Students are assigned projects based on negotiation with the professor.

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.

BFA EXHIBITION

BFA students must complete all requirements for the BFA show including participation in the exhibition catalogue. (Artist page and statements) (opens November 30).

PROCESS NOTEBOOKS

All students are required to maintain a process notebook for the semester's work. This notebook will be turned in and kept by the department as a record of your capstone experience. The notebook should be divided into sections for each project. Each section should include:

• a process brief outlining goals and expectations.

• thumbnail and sketches

• screen captures or printouts of final project

• typed self-evaluation of each finished project.

Additionally, a cd with all appropriate files needs to be turned in for all projects.

COMMON CRITERIA

All projects should be turned in in the appropriate final format. This means: print files must be ready for press and should include both generic and native file formats, appropriate fonts, images properly linked. Video should be turned in DVD-ready. Web files should be turned in as it would be uploaded (relevant files, no psd). Flash projects should include FLA file and an upload folder containing relevant files (swf, html) for upload. For other questions, please ask Cara. ALL CDS MUST BE ACCOMPANIED WITH A CHART LISTING FILES ON THE CD WITH AN EXPLANATION OF THEIR USE. All cds must also include a designed cd cover.

Due Dates for Semester

(see above for self promotional dates)

Oct 22: Must have met with any assigned clients, and had at least 1 critique on each project

Oct 29: approval on work for BFA Show

November 19: Must have had second meeting with clients, and second critique on each project.

Dec 8: All projects completed

SEMESTER SCHEDULE

check the class website for details: <http://ical.mac.com/carathompson/414>

Clients

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

Clients will include (among others)

• BFA exhibition (interface, book, postcard and poster/postcard) (web and print)

• SCMA website (logo, website, Flash, video content)