

Art 514: Graduate Graphic Design— Individual Problems

Contact info:

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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/grads>

Course Description:

This course provides an opportunity for independent research and development in digital imagery techniques and production concepts on the graduate level. Students work to improve their abilities in the following areas: interactive web design, interactive multimedia, 3-d modeling/animation, videography or print publication design. This course will further develop the student's understanding of commercial applied design processes revolving around microcomputer operations. Students are encouraged to identify production areas of interest for in-depth investigation. Emphasis is placed on the student's ability to produce imagery from idea generation through final mechanical.

Prerequisites

Graduate standing.

Methods of Instruction

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

Course Requirements: Students are expected to participate fully during class time. Students are expected to participate in critique, give presentations, contribute to discussion and present original visual projects. Students should come prepared to work during class time. Out of class time will be required to finish assignments.

Required Books:

•Art and Fear: David Bayles and Ted Orland

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, students will be able to:

- Analyze digital imagery, listing and describing technical requirements.
- Identify in imagery, with or without words, instances of emotive and rhetorical devices used to persuade the reader.
- Construct visual projects that analyze and demonstrate concepts in a specified communication form.
- Select the necessary tools to prepare professional quality images using microcomputers as well as various input and output peripheral devices.
- Use contemporary technology to expand the boundaries of traditional graphic/visual communication modalities.
- Demonstrate, through the production of portfolio pieces, a professional level of creativity and skill.
- Identify the legalities involved in producing illustration.
- Identify business practices in illustration.
- Develop and construct project profiles including a backward plan, budget, and technical specifications and justifications.

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

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: (25%)

Projects: (65%) major projects

PROJECTS

Project proposals will be written by the graduate students. These proposals should reflect directions and inquiries unique to each student.

MA EXHIBITION

MA students exhibiting in the Fall should use this class to help prepare for their exhibit. This should be reflected in their project proposals. You will also serve as mentors for newer graduate students and are required to leave an electronic log and process book for your exhibition preparation to help prepare future grads.

ELECTRONIC PROCESS NOTEBOOKS

All students are required to maintain an electronic process notebook for the semester. 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. MA process book should be a separate e-book.

- 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.flr)

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/grads>

The content of this class will largely be determined by the participants. In order to reflect the organic nature of this experience, all deadlines, guest speakers and critiques will be listed on the website on an ongoing basis. .