



ART 301-011

**GRAPHIC DESIGN STUDIO** PROFESSOR COLETTE GAITER

SPRING 2011 SYLLABUS

**E-MAIL:** cgaiter@udel.edu

E-mail is the most efficient mode of communication with me. Leave a phone message at your own risk of a delayed response.

**OFFICE HOURS** 205 Recitation Hall:

Tuesday/Thursday 11:30 am – 12 noon

Wednesday 3 -4 pm

Other times possible by appointment

**DESCRIPTION:** Integrative course designed to bring together typographic and image-making skills in the context of graphic design projects: identifying individual strengths, team building, collaboration, development of personal creative practice and methods, introduction to clients (commercial and non-commercial). Designed to implement a self-motivated creative methodology in the context of complex communication design projects.

**INTRODUCTION:**

*This course is designed as a wide-ranging exploration of the relationship between idea (concept), aesthetics (form), and point of view. Understanding of visual logic and semiotic theory will be balanced with understanding one's process of intuition, observation, invention and discovery. Special attention is given to refining conceptual and perceptual abilities, typography, and the integration of various media - both traditional and computer technologies. The projects are a sequence of assignments aimed at specific areas within the graphic design discipline and will be assigned during the course of the semester. Overall this course is about helping you to discover your own design methodology, while introducing you to various facets of the design process.*

**COURSE STRUCTURE:** Short lectures, demonstrations, discussions, critiques and supervised work time in class and out. You are expected to spend an appropriate number of hours outside of class required to complete the assignments.

**OUTCOMES—STUDENTS WILL:**

- Combine typographic and image-making analog and digital tools and skills in the context of graphic design problem-based projects
- Identify individual strengths, learn team building and collaboration skills,
- Demonstrate skills with vocabulary, (the VC Lexicon), to discuss and analyze work
- Further develop their personal creative practice and processes
- Experience working with clients to create work that fulfills their needs
- Complete at least one time-based project

**REQUIRED MATERIALS:**

Self-healing cutting board

Metal ruler

X-acto knife and #11 blades

Flex card with at least \$10 for making color prints in the lab.

You will always need to be prepared to take notes and sketch ideas. (Pens, pencils, markers, pads and paper)

Other materials will be required for specific projects. You will be notified in advance.

No texts are required, but there will be occasional provided required readings and recommended readings. Any additional readings will be provided on reserve, as handouts, or on the Internet.

**RECOMMENDED (NOT REQUIRED) BOOKS:**

*Layout Workbook: A Real-World Guide to Building Pages in Graphic Design* by Kristin Cullen

Students last year who used this book found it extremely useful. Many bought it. There is a chapter from it in Resources under Readings on Sakai.

**THE VISUAL COMMUNICATIONS FIELD TRIP IS REQUIRED FOR ALL STUDENTS ON WEDNESDAY, MARCH 2.**

**THE FEE WILL BE APPROX. \$35.00**

Students from both classes who did not attend the Metropolitan Museum tour last semester are invited on a tour with Dan Kershaw, Exhibitions Director.



**PROJECTS AND POINTS**

Short Projects	10%	50 points
Reading and Response	5%	25
Client Projects	50%	300
Class Participation	15%	75
Process Book	15%	75
Competition Entry	5%	25
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TOTAL	100%	550 points

**GRADE SCALE**

A	95 - 100%	522-550 points
A-	90 - 94	495-521
B+	88 - 89	478-794
B	83 - 87	456-477
B-	80 - 82	440-455
C+	77 - 79	423-339
C	73 - 76	401-422
C-	70 - 72	385-400
D+	67 - 69	368-384
D	63 - 67	346-367
D-	60 - 62	330-345
F	59 and below	329 or less

**ATTENDANCE POLICY:** Attendance is expected at all class sessions and required field trips.

Lateness (more than 10 minutes) will affect your participation grade.

After three unexcused absences, your final grade will automatically drop a letter. After 4 unexcused absences, you will not receive a passing grade for the course.

Documentation is required to have an absence excused and must be provided within one week of the missed class. Your privacy will always be protected and you can work with a university counselor to communicate your situation discretely if required.

Please notify me and your group members in advance if you know you will not be able to attend class. You are responsible for finding out what you missed in class and keeping up with readings and assignments. Please ask your group members what you missed in class. Ask me if you have questions or need clarification.

If you miss a project deadline without a prior arrangement or emergency, your grade for the project will be no higher than a C-. No work will be accepted beyond one week of the original due date without a special arrangement.

**PARTICIPATION:** This includes contributing to class discussions and group work, attendance, promptness, and work in class. You are also expected to participate professionally in field trips by being prepared, responsible, and behaving appropriately. Excessive internet or phone checking and inappropriate talking during class will affect this grade.

**CLASS FACEBOOK GROUP:** Students often email me links to videos, articles, etc that relate to what we are talking about in class. With a FB group, everyone can share. Feel free to comment and post as much as you like. Please stay on the course topics and be respectful.

Go to 301GD\_Studio@UD group and ask to join.

**ACCOMMODATIONS:** Please discuss with me any accommodations you need for participating fully in the class.

**OFFICE HOURS:** I encourage you to stop by during office hours to discuss anything about the class or to get help with assignments. No appointment needed. To ensure a meeting at a specific time, make an appointment. You can also contact me via e-mail to set up an appointment.

Before you send an email question, look in your notes, on the assignment sheet and on Sakai for the answer. If I have given you the answer you are looking for, I will not respond to your email. It is unprofessional and inefficient to ask that information previously provided is repeated in an email.

**BUILDING SAFETY:** Be careful in the building at night. Report anything unusual. Watch your belongings and keep them with you at all times. Do not work in the building alone.

To arrange for a walking escort on campus or for access to the building past 10 pm please call 831-2222 or use one of the over 200 blue light emergency phones located throughout campus.



The following descriptions detail the criteria for earning grades. Plus and minus grades fall between the straight letter grades in achievement.

**TO RECEIVE A GRADE OF C- OR BETTER ON ANY ASSIGNMENT, IT MUST BE TURNED IN ON TIME UNLESS A PRIOR ARRANGEMENT HAS BEEN MADE OR THERE IS AN EMERGENCY SITUATION.**

**A - OUTSTANDING** work relative to the level necessary to meet course requirements. This work goes **FAR** beyond completing the requirements of the assignment and shows **UNUSUAL** mastery of the skills and **INNOVATIVE** and **CREATIVE** thinking.

**B - SIGNIFICANTLY ABOVE THE LEVEL NECESSARY TO MEET COURSE REQUIREMENTS. A "B" IS A VERY GOOD GRADE,** but not outstanding.

**C - AVERAGE** achievement that meets the course requirements in every respect, but does not go beyond. A "C" is a **RESPECTABLE** grade to achieve in a class, especially if the subject matter is not where your talents lie.

**D - WORTHY OF CREDIT** even though it fails to meet fully the course requirements. Basically, it means that you squeaked by...

**F** - Represents **FAILURE** and signifies that the work was either (1) completed but at a level of achievement that is **NOT WORTHY OF CREDIT** or (2) was **not completed** and there was **NO AGREEMENT** between the instructor and the student that the student would be awarded an "I". Keep in mind that a student can turn in work, attend class and still fail the course if the work is **NOT WORTHY OF CREDIT** according to the clearly stated criteria for passing work. "F" is for **"FAILED TO GET HELP."** Anyone willing to make a sincere effort can pass this class. There are many resources available for assistance. The first step is to let me know that you need help. The second is to follow through on doing the work.

The F carries 0 (ZERO) grade points and the credits for the course do not count toward any academic degree program. The credit hours for the course will count in the grade point average.

If you need to withdraw from the course, be sure to do so before the deadline. Failure to withdraw on time will result in an F.

**I - INCOMPLETE.** Assigned **AT THE DISCRETION OF THE INSTRUCTOR** when, due to extraordinary circumstances, e.g., hospitalization, the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instructor and student specifying the time and manner in which the student will complete the course requirements. In no event may any such written agreement allow a period of longer than 6 months to complete the course requirements.

**\*\*\*\*\*The requirements and objectives are clearly stated on assignment sheets. This is the criteria you will be graded on. If you are not clear about the criteria or what you will be graded on, please ask. I encourage you to discuss your grades with me at any time.**

## GRAPHIC DESIGN STUDIO – SPRING 2011

This is a general outline of the semester. Specific due dates, assignments, etc. will be on the assignment sheets.

**All dates may be changed. You will receive notice beforehand.**

I will give short lecture/presentations, demos or show videos in class as relevant. Additional short readings may be assigned as needed.

**THE READING WILL ALWAYS BE DISCUSSED ON THE NEXT CLASS PERIOD.** Your participation in these discussions is part of your participation grade. You might also be asked to write about the readings.

All workdays are in class. You will be informed of what to bring for working in class. This is part of your participation grade.

	TUESDAY	THURSDAY
<b>WEEK 1</b> 2/8 - 2/10	Class introductions, syllabus  <b>IN-CLASS ASSIGNMENT</b>  <b>ASSIGNMENT:</b> Complete Kiersey Temperament Sorter. Read documents in "Personality/ Temperament test" folder <b>READING:</b> Beginner's Mind (on Sakai under Readings)	Discuss Personality/Temperament types  <b>ASSIGNMENT:</b> Review creative brief document (Sakai) and prepare questions for client  <b>READING:</b> Problem Solving.pdf
<b>WEEK 2</b> 2/15 - 2/17	Kim Kostas, Food Bank – Client Meeting  <b>CLIENT PROJECT 1 – FOOD BANK STARTED</b>  <b>ASSIGNMENT:</b> Complete creative brief. Watch videos on offset printing under Web Sites/Sakai	Review briefs  VISIT TO GRAPHICS COMMUNICATIONS CENTER printing facility at 1:15  <b>BOOK ASSIGNMENT GIVEN</b>
<b>WEEK 3</b> 2/22 - 2/24	Ethics discussion	File management workshop
<b>WEEK 4</b> 3/1 - 3/3	Design Topics	Work in groups in class
<b>WEEK 5</b> 3/8 - 3/10	InDesign workshop	<b>CRITIQUE PROJECT 1</b>
<b>WEEK 6</b> 3/15 - 3/17	<b>CLIENT PROJECT 2 – STUDENT JURIED EXHIBITION STARTED</b>	Work in groups in class
<b>WEEK 7</b> 3/22 - 3/24	Work in groups in class	Work in groups in class
S P R I N G B R E A K		
<b>WEEK 8</b> 4/5- 4/7	Work in groups in class  <b>READING AND RESPONSE DUE</b>	Work in groups in class
<b>WEEK 9</b> 4/12- 4/14	<b>CRITIQUE PROJECT 2</b> <b>READING:</b> Camera Stuff web site/Sakai	Multimedia Design Center (basement of Morris Library) demo of Final Cut Pro.
<b>WEEK 10</b>	<b>CLIENT PROJECT 3 – VIDEO (DDCA OR INTERVIEW)</b>	Shooting and editing video lecture

4/19- 4/21	Work in groups in class	
<b>WEEK 11</b> 4/26 - 4/28	Work in groups in class	Lecture/presentation/workshop/TBA
<b>WEEK 12</b> 5/3 - 5/5	Work in groups in class	<b>WORK IN PROGRESS CRITIQUE</b>
<b>WEEK 13</b> 5/10 - 5/12	Work in groups in class	Work in groups in class
<b>WEEK 14</b> 5/17	<b>CRITIQUE PROJECT 3</b> <b>PROCESS BOOKS DUE</b>	

Keep in mind the Art of Liberation Lecture series, featuring two illustrator/graphic designers.

Favianna Rodriguez, February 16, Wednesday  
6:30 - 8 pm. Brown Lab 101--next to Memorial Hall

Paul R. Jones Annual Lecture  
Mel Edwards & Jayne Cortez, Visual/Verbal Dialogue  
Monday, March 7, 6 PM @ Trabant Theatre, Trabant University Center

Emory Douglas, April 7, Thursday, 6:30 – 8 pm. Christina Cultural Center, 705 Market Street, Wilmington

Full information and links to web sites on Sakai.