

ART 330

GRAPHIC DESIGN

SUMMER 2021 // May 10th - May 28th

Natalie Tyree, Assistant Professor of Graphic Design, FAC 421



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Zoom Meeting by appointment

[Course Description]

While the course uses elements to create forms for public viewing and also emphasizes the use of the student's experience gained in other studio areas, its primary concern is to strengthen the student's aesthetic awareness in graphic design.

Credits: 3.0; *Pre-Reqs:* Art 231, 243, or Ad 210

Coursework includes but is not limited to:

Understanding design as it relates to advertising and promotions, strong focus on projects that feature page layout and typography techniques, developing technical aspects of file preparation, and self-directed tutorials

[Class Structure]

Zoom Meetings

There will be mandatory Zoom class meetings every Monday for the whole session; these meetings will be for a weekly review and course updates, as well as additional course instructions/details for the week. These meetings may be reserved/utilized for small group critiques.

Mid-Week Check Ins

You will be required to check in with me every Wednesday regarding updates, progress, and any questions you may have; check-ins will be completed via the Basecamp message board.

Lectures/Blackboard Content

Any important information, lectures, and demos will be posted weekly in Blackboard. The majority of this course will be self-paced with weekly due dates for assignments each week. During course work time I will check in with you via Basecamp to see how things are progressing and I will be available for you to ask questions via Basecamp or e-mail. Course docs will be cross posted to Basecamp for your convenience

Workflow + Time Management

- This course will be highly self-directed and motivated.
- Prepare to work on more than one project at once.
- You will have deadlines to meet each week.
- New content will be introduced while you are working on current material.
- This course will require you to prioritize and manage multiple deadlines.
- It is highly recommended that you dedicate time each day (a few hours a day) to work on content for this course; if you rush assignments and course work, it WILL show.

[Objectives]

Students will be able to...

1. Demonstrate an understanding of print design strategies.
2. Participate in discussions and lectures that lead to research and application of design thinking.
3. Plan a strategy and organize information via sketches and ideation.
4. Apply and demonstrate compositional skills working with type, color, and layout to establish a visual theme and technically sound design.
5. Identify target market and its function in relationship to design.

[Supplies]

- | | |
|---|---|
| -Macbook Pro or Macbook Pro Retina | -Sketchbook 8 ½" x 11", must be a sketchbook, NOT a notebook |
| -Adobe CC (current WKU subscription included for students through July) | -Organizational System (planner, calendar, app) |
| -Google Drive Access | |
| -Basecamp Account (free) | |

[Email + Technology]

Basecamp

- We will use Basecamp for communication and collaboration throughout this session; it is free to create an account

Email

- All communication outside class time concerning this course will take place through WKU Email. Outside email will be ignored, unless there have been documented issues with campus email.
- Please list the course name in the subject line of your email.

Blackboard

- Lectures and all course content will be posted on Blackboard
- Assignments will be uploaded to Blackboard via PDF for grading
- Grades will be posted and tracked on Blackboard; It is your responsibility to ensure that grades/attendance are accurate. If they are not, please tell me.

****Digital Dependency****

It is highly recommended that you have two methods of digital storage; *failure to meet deadlines based on failing technology will not be excused.*

[Class Guidelines]

- Use your time wisely and have respect for the class/your classmates.
- Have all of your materials when they are needed. Being unprepared could easily affect your grade.
- Be present at all in-class reviews--THIS IS MANDATORY! This is comparable to missing an exam.
- Assignments will be collected at the beginning of class the day they are due. Late assignments will drop a letter grade for each day they are late. Work will not be accepted over a week late and will result in a zero for that particular assignment, No Exceptions.
- If you receive a project grade that you are unsatisfied with, *you may re-do a project upon my approval—you will have until the end of the session to make these improvements on the 2nd draft.*
- Cell-phones and electronic devices should be set on silent or vibrate during Zoom sessions. Please do not take phone calls during the Zoom sessions.

[Professionalism]

You are training to be a working creative professional. You wouldn't be absent from or late to work without notifying your boss; you also wouldn't miss deadlines—please provide me the same courtesy. It is NOT my job to hunt you down. If you are going to be unavailable for ANY reason, please give me a reasonable notice.

[Attendance]**Zoom Mandatory Meetings**

Attendance is mandatory at all Monday required meetings. Being present and participating in these sessions counts towards your attendance/class participation grade.

Mandatory Mid-Week Check Ins

Weekly check ins are mandatory and will be recorded via Basecamp. Check ins count towards your attendance/class participation grade.

[Grading Policies]

Western Kentucky University Grade Policy defines the satisfactory completion of a course as a grade of C or better. Any grade below C must be removed by repeating the course and earning a better grade before advancing to an upper level design course.

Grading Scale: A= 90-100 | B=80-89 | C=70-79 | D=60-69 | F=59<

How Do I Pass This Course?

Be an active participant; Have minimal absences; Turn in quality work/keep up to date with your sketchbook; Take control and responsibility of YOUR academic career; Ask questions/address any concerns that you may have. *See student addendum for details.*

[Grading Breakdown]

Projects 80%

Projects account for 80% of your grade.

This includes:

- 1st Drafts/2nd Drafts
- Final Project Components
- Project Research/project related activities
- Self-directed tutorials/lecture/demo content that requires you to do an activity

Class Participation 20%

Class participation will take the form of:

- Contributions to Designer of the Week discussions/assignment
- Writings in the form of short papers and/or self assessments
- Contributing during Zoom sessions/mid-week check ins
- Any other activity that is not tied to a specific project/assignment

Attendance

While attendance doesn't have a letter grade, it will weigh heavily on your final grade, please keep that in mind. It is calculated into your class participation points.

Grading Criteria

For most projects, you be evaluated in the following areas:

Objectives/expectations; Technical/Design Skill; Typography/Color Usage; Craftsmanship; Concept/Execution; Research/Development; Task Management

[University Policies]

Academic Dishonesty

Western Kentucky University expects all students to adhere to the highest moral academic standards:

Cheating is defined as taking credit for work, which has been completed by another person, or assisting others in the misrepresentation of academic work.

Plagiarism is defined as the appropriation of ideas, facts, phrases, or additional materials from any source without giving proper credit or offering appropriate documentation.

Americans With Disabilities Act

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074.

Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The SARC.

Contact Information: 270.745.5004 [270.745.3030 V/TTY]; Email: sarc@wku.edu

[Syllabus Agreement]

1. Please copy/paste the following text and include your name:

I (type your name here) have read and reviewed the syllabus guidelines for (type your course # here). I understand that my success in this course is dependent upon meeting those course objectives and expectations. Failure to meet these can and will result in performing less than satisfactorily in the course.

2. Email to me, natalie.tyree@wku.edu with the Subject Line as follows: (Your Course number/Syllabus Agreement)