

ART 498

SPECIAL TOPICS IN GRAPHIC DESIGN

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FAC 421, by appointment (M/W)

[Course Description]

Investigates different topics in graphic design through applied processes or techniques as it relates to the professional practice of historical and contemporary graphic design as well as new and emerging media.

Credits: 3.0; *Pre-Reqs:* ART 330 and 331, or Permission of Instructor

Course Content:

The purpose of this course is to provide new topics as well as a deeper dive into specific topics not offered in other graphic design courses. Course topics and focus will be determined based on the instructor of record's area of expertise and research areas/interests. Students will investigate course subject matter through traditional lectures, class discussions, in-person and self-directed tutorials and demonstrations, as well as hands-on making.

Coursework includes but is not limited to:

Self-directed and collaborative creative projects that center on targeted design concerns relating to specialized focus areas of this course; Additional training and instruction that builds upon previously acquired skills; This course places a strong emphasis on research, reflective writing, and self-directed design research.

[Objectives]

Students will be able to...

1. Investigate the specified area of graphic design practice through both a historical and contemporary context as it relates to production and means of making.
2. Demonstrate understanding of design philosophies and contemporary trends, processes, and practices through reflective writing, research and readings, and discussions.
3. Learn course content through both instruction and self-directed tutorials, modules, and demonstrations.
4. Develop and broaden areas of expertise through investigation of new techniques and design processes through hands-on creation of intellectually cohesive and visually uniform design projects that solve pertinent design problems through multi-media.
5. Demonstrate the ability to troubleshoot and work in a creative team.

[Class Structure]

Course Format

This course will be taught in a face to face format (FTF). All students will attend both class periods. In the event that there are opportunities for flex scheduling, zoom class meetings, or staggering of workdays that will be clearly outlined in the course schedule.

Lectures/Discussions

Any important information, lectures, and demos will commence at the beginning of class. During course "work days" I will check in with you to see how things are progressing and I will be available for you to ask questions. There will be in-progress critiques and final critiques of projects. In this course, there will be rolling deadlines of all components and check-point critiques for all collateral.

[Class Structure]**Critiques**

Critiques will take the following format:

- Mid-point (in-progress) and final critique
- Small group critiques during FTF cohort meetings
- Online critiques via Zoom/Microsoft Teams, Basecamp (as needed)

We will critique work both printed and digital—format of critique will be determined prior to critique. If you aren't prepared for critique, I reserve the right to ask you to leave; it is not fair to your peers who are present and prepared.

Workflow + Time Management

- **Prepare to work on more than one project at once.**
- This course will require you to prioritize and manage multiple deadlines.
- Working outside of class will be necessary for meeting class deadlines.
- We may critique multiple projects at one time.

[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. Locked supplies up between classes & take them with you.
- 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 ONE WEEK to return the revision.
- Cell-phones and electronic devices should be set on silent or vibrate. Please do not take phone calls inside the classroom.
- If you are late or unprepared I reserve the right to ask you to leave.

[Supplies]**Required Technology**

- Macbook Pro or Macbook Pro Retina; or a PC Laptop
- Adobe CC
- 2 GB or larger USB Flash drive and/or external hard drive
- Cloud storage for a backup & recovery (Google Drive, Dropbox, or One Drive); we will use Google Drive in Class
- Basecamp Account (free)
- Code Academy Account (free)
- Organizational Strategy/Device (planner, calendar, digital planner)

Suggested Supplies

- X-acto knife (minimum of 3 blades), as needed
- Rubber Cement and/or Stick Glue, as needed
- Additional supplies as needed on a project-to-project basis

Lockers may be available to check out in the department for storing supplies, please ask the Art Office.

[Readings + Misc.]

-Will be supplied as needed

-*Recommended but not required: AIGA Student Membership (in lieu of textbook)*

[Graphics Lab]

- Open with the exception of designated class times and major holidays; labs will have limited capacity this semester.
- Please conduct yourself as a professional in training when using it; sign in and out when you enter and leave; practice proper social distancing.
- Assist others if you can, clean up after yourself, log off your computer when finished, and do not disturb others.
- Do not enter a lab if class is in session. *If lab requires immediate attention, contact me or Professors Tullis and Williams Glenn promptly.*

[Critique Etiquette]

- Critiques are crucial to the studio classroom; attendance and participation is required and expected.
- Your presentation will include a brief description of your work and your creative approach.
- Critiques are meant to be constructive and are an opportunity for you to grow and learn from each other as you progress through your studies.
- During critiques, I look for you to bring forth the knowledge and vocabulary that you acquire throughout classroom exercises and discussions.
- Be respectful; Blatantly derogatory statements and inappropriate comments during critiques will not be tolerated.

[Professionalism]

You are training to be a working creative professional. You wouldn't be absent from or late to work without notifying your boss—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]**The Basics**

- Attendance is mandatory in all FTF meetings and required synchronous meetings; class meetings will be recorded.
- Attendance will be recorded via Google Sheets at the start of EVERY class.
- You may miss 3 classes without penalty. ***After 3 absences, you will automatically lose a letter grade*** (Example: An A with a total of 3 absences will be lowered to a B). If you miss more than 4 classes, you WILL FAIL this class.
- Please refer to the **Statement of Student Rights and Responsibilities** for expectations and guidelines specific to the Fall 2021 semester/COVID-19 Pandemic
- Should circumstances arise that necessitate missing additional classes (for example, due to a self-health check or quarantine situation), that alternative arrangements will need to be made to count for the time missed. You are expected to communicate any circumstances to me as soon as possible and I will work with you to form an agreed-upon plan that makes sense for both the situation and the course goals.

Being Late

Being marked late three times is equivalent to one absence. If any demos or presentations are given, they will always be at the beginning of class. These will be missed if you are late.

[Attendance]**Leaving Early**

While I understand that occasionally you might need to leave class early to make appointments, etc., leaving class chronically will begin to count as a tardy. Leaving class earlier than 20 minutes before class end will result in a tardy.

Attendance Misc.

I will send you an email after you exceed the maximum allowable absences informing you of the loss of letter grade(s) and/or failing; it is your responsibility to keep track of your attendance.

If your circumstances require special consideration, please see me. ***Special considerations are defined as follows: participation in athletic or university sponsored events, personal/family sickness.***

Make Up Policy

Students will only be allowed to make up missed work by providing a University or doctor excuse to the instructor. If you plan to be absent, please let me know at least one week in advance.

[Email + Technology]**Basecamp + Email**

- A Basecamp account is required as we will use this to share and collaborate; course documents will be posted here as well
- All communication concerning this course will take place through WKU Email and Basecamp.
- Please list the course name in the subject line of your email; DO NOT send an email with no subject line, this will not get my attention, plus it is super unprofessional.

Blackboard

- 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.
- Assignments to be graded will be uploaded to Blackboard unless otherwise specified.

Google Drive/Basecamp

- You will use Google Drive and Basecamp to upload assignments; course documents will also be available here; Google Drive will be integrated in to Basecamp.

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.***

[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 professional development and class participation; Take control and responsibility of YOUR academic career; Ask questions/address any concerns that you may have. *See student addendum for details.*

[Grading Policies]**Attendance**

While attendance doesn't have a letter grade, it will weigh heavily on your final grade, please keep that in mind. Attendance includes FTF meetings, required check ins, and required virtual/synchronous class meetings.

Grading Criteria

Objectives/expectations; Technical/Design Skill; Typography/Color Usage; Craftsmanship; Concept/Execution; Research/Development; Task Management; Overall quality of output of final components.

[Grading Breakdown]**GRADING BREAKDOWN****Projects 75%**

Projects account for 75% of your grade.

Project related grading items include:

- Design work/Final Projects
(that includes all graded/required project criteria)
- Research, planning, and research binders
- Project re-dos and updated grades

Critiques, Class Participation, Writings, and Case Studies 15%

Class participation will take the form of:

- Contributing to Designer of the Week (DOW)
- Reviewing articles and/or podcasts
- Writings in the form of short papers and/or self assessments
- Contributing during class discussions and critiques
- Content/Knowledge-Based Graded Quizzes and Non-Graded Quizzes
- Self-directed tutorials and in-class exercises/activities (FTF and online)

**If a non-graded quiz, DOW, or in-class activity is given during your FTF meeting day and you are absent, you will lose those points.*

Critiques

Throughout the semester we will critique projects. Formal critiques will require that you be present and prepared. Being absent or unprepared will result in 0 participation for that critique; this will be conducted during both FTF meetings and digitally.

Professional Development 10%

- You will be required to attend/participate in 2 professional development activities/events throughout this semester; there will be both in-person and virtual/online opportunities.
- A list of opportunities will be provided and additional eligible opportunities will be announced as they arise throughout the semester.
- This is designed to encourage and promote professional development outside of the classroom; as creative professionals after graduation, you will participate in these types of events and it's important to get engaged in these activities now.
- If you are enrolled in multiple courses with me during the same semester, you do not have to double up on events. 2 events for 1 class may also count for another class.

[Diversity + Inclusion]

A personal statement that drives my approach to teaching, creativity, and collaboration.

I believe that all students have a place and a purpose and that everyone is welcomed and encouraged to speak up and participate during class meetings. This represents a diversity of individual beliefs, backgrounds, and experiences, and every member of this class must show respect for each other. I support an inclusive learning environment where diversity and individual differences are understood, respected, appreciated, and recognized as a source of strength. I expect all enrolled students to respect differences and demonstrate diligence in understanding how other peoples' perspectives, behaviors, and worldviews may be different from their own.

[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

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STUDENT CONTRACT

I _____ have reviewed the syllabus and course guidelines with Professor Tyree and understand all of the rules and expectations for this course. I understand that it is my responsibility to address any questions/concerns that I may have in a timely manner at any point during this course. I also agree to abide by any university mandated policies.

Additionally, I understand that failure to comply with these rules or to meet these expectations can and will result in performing unsatisfactorily and/or failing this course.

Student Signature

Date

STUDENT CONTACT INFORMATION

Name _____

Phone # _____

WKU Email _____