ARTG 2326 Graphic Design 2 – This introductory course is offered to graphic design majors and minors and it fulfills studio requirements for BFA non-graphic design majors. This is the first and most basic of nine sequential courses in graphic design. It utilizes skills and knowledge acquired in its prerequisite courses and applies them toward seeking graphic solutions for visual communication problems. Through lectures and assigned projects, the student learns basic symbol representation, letter forms, and typography. The class starts with simple black and white lines and shapes and progresses to more complicated multi-color tasks.

**Course Prerequisite Information**
Students taking ARTG 2326 Graphic Design 2 are required to have Pre-requisites ARTF 1301, 1302, 1304 (Basic Design 1, Basic Drawing 1 & 2). It is recommended that ARTG 2306 Graphic Design 1: Computer Graphics be taken at the same time as this course. Students seeking a prerequisite waiver must contact the instructor.

**Course Goals and Objectives**
Goals and objectives targeted in ARTG 2326 Graphic Design 2 include:
- To introduce rudimentary concepts in graphic design through the acquisition of knowledge in common terminology, basic design skills and studio practices.
- To learn art evaluation through critiques and observation of peers' work. The student learns the ethics of the profession, the importance of meeting deadlines and honoring agreements.

**Course Outcomes**
Students who complete this course will learn:
- To provide optimum solutions to visual problems, understand gestalt perception, acquire techniques of inking, image enlargement/reduction, transfer, presentation, and other basic studio skills.

**Assignments**
ARTG 2326 Graphic Design 2 is designed around 4 central projects that include:
- Assignment 1 Interrupted Line Study
- Assignment 2 Design a set of nine symbols using only line
- Assignment 3 Design a set of nine symbols using only filled-in shape
- Assignment 4 Visual Semantics
- Assignment 5 Introduction to Typography through your own name
- Assignment 6 TBA

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 6 assignments must be submitted in a completed condition at the time of the project grading critique.

**Grading Standards and Criteria**
Evaluation of student performance for this course is based upon the following criteria:
- All grades are calculated using percentages and converted into letter grades according to the following scale:
  - 90% & above = A - excellent quality work
  - 80% & below 90% = B - above average work
  - 70% & below 80% = C - average work
  - 60% & below 70% = D - below average work
  - Below 60% = F - unsatisfactory work, failing
Specifically you will be evaluated upon:

- Quality of final work
- Impeccable craftsmanship (includes correct file preparation and formatting for Blackboard class and final presentations)
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through finals
- Attendance and punctuality (to online Blackboard sessions). ***I do expect students to be online viewable during our class Blackboard sessions.***
- Participation in critiques (again, in online Blackboard sessions)

Assignments will be given due dates for completion and grades will be given for each assigned task. Late work is not accepted. Improvement in technique and concept is expected along with a high degree of craftsmanship and professionalism.

A signifies that the student has submitted work of the highest possible quality in both concept and execution, has met deadlines throughout the class, has arrived on time (and not left early), and missed no more than 2 classes, and participated in critiques.

B signifies that the student has submitted work of good quality overall or that the student, though excellent in one area, is somewhat weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

C signifies that the student has submitted work of average quality overall or that the student, though good or excellent in one area, is significantly weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

D signifies that the student has submitted all of the assignments with work of below average or poor quality overall and/or has missed deadlines, missed or was late 3-4 classes, came to class without work, did not show progress and/or desire to improve.

F signifies that the student has failed the course for reasons outlined above.

For your final review you must bring your final, completed projects along with all your sketches. **Failure to show up for your review will result in a failing grade.**

If you wish to know your grade standing at mid-semester (after the sixth class week) please let me know. Be prepared to show all of the work you have submitted for class up to that point in time, including sketches.

Materials and Personal Equipment

Students Taking ARTG 2326 Graphic Design 2 will need to purchase materials and some basic equipment in order to successfully complete this course:

Most can be found in UTEP’s bookstore. They can also be found at Art Center, 3101 E Yandell Drive, El Paso, 566 2410, Hobby Lobby, Michael’s, etc. (don’t forget to check for online coupons at these stores’ websites before leaving the house). Shop around if you want the best price.

- A pack of Black Construction Paper...get enough for Assignment #1 that they are all the SAME SHADE OF BLACK (same brand / all from the same pack)!!!
- Bristol Board for first few assignments (at least for the first assignment)
- Tracing Paper [large enough to cover the first assignment, with some excess—individual large sheets may also be purchased]
- Some type of Sketch Book. This should have UNLINED pages and be at least 8.5”x11”. You may also use the sketch book to take notes, Even though class will be on Blackboard, SKETCHING OUT YOUR IDEAS AND TAKING NOTES ARE STILL AN IMPORTANT PART OF THIS CLASS!!! For critiques you will have to show pages from this sketchbook for critiques.
- Good Quality Black Illustration Boards single ply, hot press (smooth, black on BOTH sides)
- Notes On Graphic Design and Visual Communication textbook
- Pre-COVID, you would have been asked to purchase a 100 sheet box of Epson photo quality ink jet paper. However, this semester you will not. For future knowledge, know that you should buy the Super A3/B size (13”x19”), Epson product code #S041069-L. No glossy paper. You can order it online at www.epson.com and usually cheaper at www.bhphotovideo.com ($26.12). As always, shop around.

INDISPENSABLE ITEMS:

- X-Acto knife with extra #11 blades
- A self-healing cutting mat (keep at home, for cushioned cutting & sparing your Xacto blades).
- Rubber cement, glue stick, or spray adhesive
- Mechanical (always sharp) pencils
- Plastic (white) eraser and a gum eraser for removing rubber cement
- Stainless steel ruler with a non-skid (cork or foam) backing, 18” (keep a 36” one at home)
- Metal triangle, 45˚/90˚ angles (6” or larger recommended)
- Black markers, fine, ultra-fine tips: Uniball, Pentell, Micron brands give best line/black color. Sharpie brand bleeds too much and the black is not rich enough.
- Utility (mat) knife
- Adobe Creative Cloud: The Adobe Creative Cloud program collection will be available to students of this course provided by the University at no additional cost. If you have not already done so, please check your UTEP E-mail and look for an e-mail with the Subject Line “Access is Granted. Enjoy Creative Cloud All Apps now.” If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance.

HANDY ITEMS:

- A Mac with design software (Adobe version 2020—subscription provided FREE to all design class-enrolled UTEP students) and a scanner/phone to scan with
- Best of all, save your files to the UTEP OneDrive Cloud, or use a Mac-formatted USB Flash drive, or an external hard drive.


OPTIONAL TEXT: Megas’ History of Graphic Design. NEW 6th edition, Wiley, 2016. (2nd, 4th and 5th edition of this book are available in the UTEP library). In addition to the above, there are many books on graphic design and typography on the fourth and fifth floors of the UTEP library. Please take advantage of them!

Design magazines such as Print, How, Communication Arts, and Graphis also have student discounts you can check out online. The UTEP library also subscribes to them Pre-COVID, the latest issues could be found on the 2nd (main floor), walk left after going through the lobby café. Now, you may request books via their online form: https://libanswers.utep.edu/form.php?queue_id=2921

Be sure to check to see if the book is available in the library FIRST (by searching in the “MinerQuest Search” or “Classic Catalog”).
Class COVID Safety Protocols:

All faculty, staff and students are required to STAY HOME if they:
(1) test positive COVID-19,
(2) are experiencing symptoms related to COVID-19, or
(3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an “exposed person” as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days before the COVID-19 positive individual’s first positive test and until that same individual meets the criteria for discontinuing home isolation.

When Faculty, Staff and Students Must Self-Report

All faculty, staff and students must REPORT if they:
(1) test positive COVID-19,
(2) are experiencing symptoms related to COVID-19, or
(3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an “exposed person” as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days before the COVID-19 positive individual’s first positive test and until that same individual meets the criteria for discontinuing home isolation.

How to Self-Report

To make sure reports are tracked accurately, self-reports must be made to screening.utep.edu. Self-reporting will allow the University to provide guidance on how to prevent exposure to others, and provide the criteria and procedures required for returning to campus when appropriate. Information will be safeguarded and used only for supporting you and determining exposure of other faculty, staff and students.

What Faculty, Staff and Students Must Do Before Coming to Campus

The web link, screening.utep.edu, which can be saved to a home screen on Apple or Android devices, includes daily screening questions.

All faculty, staff and students will use this link each day before coming to the UTEP campus. Upon completion of the daily screening questions, the page will tell them whether they are clear to proceed to campus or not. Using this tool will automatically send an email to your supervisor letting them know that you are or are not coming to work. If you report COVID-19 symptoms, the system also automatically reports to UTEP Environment, Health & Safety who will reach out to you directly with further instructions.

Faculty, staff and student should comply with these instructions and any subsequent guidance that may be provided by Environmental Health & Safety (EH&S), Human Resources, the Dean of Students, or other university officials.

What to do when on Campus

Each of us helps to build our collective commitment to use best health practices all the time. Getting the basics right is the most important thing each of us can do to protect ourselves and each other.

It is everyone’s responsibility to help keep our campus safe by following best practices when on campus, especially faculty, staff, and student leaders who are important role models. All faculty, staff, and students are required to:

• Wear face coverings when in common areas of campus or when others are present,
• Maintain a minimum separation of six (6) feet between yourself and others, when possible, and arrange spaces to make this possible in almost all circumstances,
• Adhere to room/space limitations on number of occupants, and
• Wash hands frequently.

Syllabus Statement Regarding COVID-19 Accommodations:

Students who use the screening application to report a positive COVID test, exposure or symptoms will not be allowed on campus and may need accommodations. If this occurs, you should contact your instructor as soon as possible so necessary accommodations can be made. If necessary please contact the Dean of Students’ Office and the Center for Accommodation and Support Services (CASS), to help provide reasonable accommodations.

Compliance

Because everyone’s cooperation is needed to help prevent the spread of disease, repeated refusal to comply with this policy will be referred to the appropriate University official (Provost for faculty, Human Resources for staff, and Dean of Students for students) and may result in disciplinary action.

F2F Hybrid Course Syllabus Additional Language, Student Responsibilities

• Wear a mask at all times.
• Maintain 6 feet of separation at all times, including when conferencing with other students.
• Follow signage indicating specific entry and exit doors and pathways.
• Do not cluster in groups and keep hallways open.
• Wash hands and/or apply hand sanitizer prior to entering classroom and after leaving a classroom. Do not touch your face until you can wash hands.
• Use an alcohol wipe, provided outside of classrooms, to sanitize the area where you will be sitting.
• Follow faculty protocols for leaving and re-entering the classroom during the lecture.

Syllabus Statement Regarding COVID-19 Accommodations:

Students who are considered high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact CASS to discuss temporary accommodations for on-campus courses and activities.
Attendance and Participation
Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

Attendance Policy
Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Your regular attendance is required and roll will be taken each class period. It is important that you attend each class and on occasion, bring materials to class with which to work. Ideas discussed in lectures, demonstrations, slides, and critiques are impossible to make up (even with Blackboard sessions all being recorded). Students are HIGHLY encouraged to email me for feedback outside of class. Grades will be lowered by excessive absences.

- Late to class (arriving after the roll is taken on Blackboard) constitutes one half of an absence.
  That is, 2 tardys = 1 absence.
- 4 absences = 1 grade lower (i.e. with 4 absences an A becomes B, D becomes F, etc.). That is, each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.
- Five absences will automatically result in a final grade of "F" regardless of the quality of the work and you will be dropped from the class. If you miss five or more classes you may be withdrawn from the course.
- Not presenting work or participating on a critique day = 1 absence.
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as 1/2 an absence. All students are required to attend class on-time and to remain in class for the entire time. Entering class late and leaving early is disruptive to the learning environment. Your presence matters—yes, even on Blackboard.
- Coming to class unprepared or attending class and not working/participating is regarded as absent.
- Information missed during an absence is the sole responsibility of the student.
- DON'T FALL BEHIND AND IF YOU FEEL LIKE YOU ARE, TALK TO ME. If you begin to fall behind at any point during the semester, email me immediately. Do not wait until the final review to inform me of any problems you may be having.

Course Participation
- SHARE YOUR OPINIONS, DON'T BE SHY
  Participation in critiques is required for this course and will count favorably in your grade. However, participation in critiques will not help the grade of anyone who is not attending all classes and not showing work of an acceptable standard.
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the graphic design studio (aka, this class) is essential to the successful completion of this course.

Class Conduct
- Please conduct yourself respectfully during our Blackboard sessions. Your classmates deserve constructive criticism, as do you.

Class Recordings
The use of recordings will enable you to have access to class lectures, group discussions, and so on in the event you miss a synchronous or in-person class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

Late assignments, Make-up Work and Exams
Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor. Email me.

Incompletes, Withdrawals, Pass/Fail
- Incompletes or "I" grades will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All "I" grades are at the discretion of the instructor and the approval of the Department chair.
- Students hold the full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final date to drop a course with a W. Students missing this deadline will be issued a grade for the performance in the course.
- ARTG 2326 Graphic Design 2 is a grade-based course and is not available for audit or pass/fail options.

Cheating/Plagiarism
Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. FOR PURPOSES OF THIS GRAPHIC DESIGN CLASS, ACADEMIC DISHONESTY INCLUDES TAKING OR TRACING IMAGES, IDEAS OR DESIGNS FROM THE INTERNET OR OTHER DESIGNERS AND CLAIMING THEM TO BE YOUR OWN WORK. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to http://www.utep.edu/dos/acadintg.htm for further information.

Disabilities
I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, please contact The Center for Accommodations and Support Services (CASS) in the East Union Bldg., Room 106 within the first two weeks of classes. The Center for Accommodations and Support Services can also be reached in the following ways:
- Web: www.sa.utep.edu/cass
- Phone: 915-747-5148
- Fax: 915-747-8712
- E-Mail: cass@utep.edu
ASSIGNMENT 1: Interrupted Line Studies: I WANT to get you guys hand skills cutting, measuring and gluing precisely. Are you comfortable handing in your projects at the DoArt Building (in one of the studio rooms)

OBJECTIVES:
· Work with basic relationships of line and space
· Hone critical, visual judgement skills
· Improve hand skills with an X-acto and mat knife, straight edge, measuring, and cutting
· Translate verbal criteria into visual form

MATERIALS:
· Black Construction Paper
· mechanical (very sharp) pencil, plastic eraser, gum eraser to remove stray rubber cement
· X-Acto knife with extra #11 blades (NO scissors!!)
· Metal triangle, 45˚/90˚ angles (6” or larger recommended)
· Stainless steel ruler with a non-skid (cork or foam) backing, 18”
· rubber cement, glue stick, spray adhesive
· Bristol board
· Black illustration board aka matboard
· Tracing Paper (large enough to cover the first assignment, with some excess—individual sheets may be purchased)
· Artist’s tape (white, at least ½” in width)

PROJECT BRIEF: Develop a series of five line studies that are spaced and arranged according to the following criteria.
1.) A regular-spaced interval—black and white are equal
2.) Alternate the spacing interval—black is constant to itself and white varies dramatically
3.) Black constantly increases and white remains constant to itself
4.) Black increases as white decreases in width
5.) Black and white increase constantly but at different rates

***Use vertical, parallel lines and use no more than seven black lines per study.

INSTRUCTIONS: Using your X-Acto knife and a T-square or plastic triangle, cut black construction paper strips (lines) and arrange them vertically on a white 5” x 5” piece of Bristol board. Use a glue stick or rubber cement for an adhesive. Finish the studies by mounting them with either spray mount/adhesive or with glue stick or rubber cement (practice to find the medium you are most comfortable with) onto black illustration board with a half inch separating each study and with 3-inch borders all around (see Figure 1). You will then protect your work with a sheet of tracing paper and artist’s tape in a manner I will demonstrate in class.

The following information must appear either in black ink or typed (more professional looking) on the back of your projects, on 5”x3” white paper, bottom right hand corner (See Figure 2):

Your name
Your e-mail address
ART G 2326
Graphic Design 2
September 9, 2020
Prof. Anne Giangiulio

So, what are the dimensions of this black matboard?
Write them here:

Figure 1 (front)

Figure 2 (back)
Course Planning Calendar* – Mondays and Wednesdays, Fall 2020

August
M – 24 - First day of Class: Introduction & Assignment 1 given: Interrupted Line Studies.
W – 26 - Assignment 1 work in class. For weekend read Berryman p. 1-9
M – 31 - Assignment 1 work in class.

September
W – 2 - Assignment 1 work in class.
M – 7 - LABOR DAY HOLIDAY – NO CLASS
W – 9 – Assignment 1 due, Assignment 2 given: Icons and Line. Assignment 2 work in class.
CENSUS DAY (NOT A GD2 CLASS DAY) Last day to register for classes.
If payment is not received by this day, students will be dropped.
M – 14 – Assignment 2 work in class
W – 16 - Assignment 2 work in class.
M – 21 - Assignment 2 work in class,
W – 23 - Assignment 2 due, Assignment 3 given: Icons and Shape, For weekend read Berryman p. 10-17, 32-33
M – 28 - Assignment 3 work in class, VIRTUAL FIELD TRIP??? TO CENTENNIAL MUSEUM
Re-Read Berryman p. 32-33
W – 30 - Crit Assignment 3

October
M – 5 – Assignment 3 work in class
W – 7 - Assignment 3 due, Read Berryman p. 18–20
SAT & SUN – OCT. 10 & 11—TBA? – CHALK THE BLOCK IN DOWNTOWN EL PASO (NOT GD2 CLASS DAYS)
M – 12 – Assignment 4 given: Visual Semantics
W – 14 - Work on Assignment 4
M – 19 - Work on Assignment 4
W – 21 - Work on Assignment 4 ***MID-TERM: assess yourself....how are you doing in this class?
Make an appointment with me if you are not sure, or want to talk.
M – 26 - Assignment 4 Due, Typography Lecture Assignment 5 given: Typography: Your Name, Read Berryman p. 22-31
W – 28 – VIRTUAL FIELD TRIP??? TO LIBRARY'S SPECIAL COLLECTIONS
F – 30– FALL COURSE DROP / WITHDRAWAL DEADLINE. (NOT A GD 2 CLASS DAY) NOTE: STUDENT-INITIATED DROPS ARE
PERMITTED AFTER THIS DATE, BUT THE STUDENT IS NOT GUARANTEED A GRADE OF W. THE FACULTY MEMBER OF RECORD WILL ISSUE A GRADE OF EITHER W OR F.

November
M – 2 - Assignment 5
W – 4 - Assignment 5
M – 9 - Assignment 5 due
W – 11 - Assignment 6 TBA: Local Re-design?
M – 16 - Assignment 6
W – 25 - Assignment 6 For long weekend read Berryman p. 20–21 and p. 38–46
M – 30 - Assignment 6

December
W – 2 - ***LAST DAY OF CLASS*** Last class day to finish up final assignment
M – 7 – Final One-on-One Critiques. Final Assignment 6 due at time of your individual one-on-one final review

* Please note that the above schedule may vary due to the class and issues which all projects incur.
Tell me a little bit about yourself:

NAME ..........................................................................................................................................................................................

DATE OF BIRTH (mm/dd/yyyy) ..........................................................................................................................................................

MAILING ADDRESS ...........................................................................................................................................................................

..........................................................................................................................................................................................

TELEPHONE # ..................................................................................................................................................................................

E-MAIL .............................................................................................................................................................................................

(all UTEP students are required to have a UTEP e-mail address to receive official university announcements. I will also occasionally need to make announcements to the entire class via UTEP webmail and you’ll be responsible to check it on a regular basis.)

1.) Why are you taking this class?

2.) Who is your favorite graphic designer?

3.) What is your favorite band(s)/type of music?

4.) What is the last book you read?

5.) What is your favorite / most used emoji?

6.) What is your favorite website(s) / online store(s)?

7.) How do you get your news / stay abreast of current events?

8.) What is your favorite movie(s)?

9.) Tell me an interesting fact about yourself:

10.) Tell me the most impactful way COVID has changed your everyday life:
Graphic Design 2 syllabus acknowledgement and course contract acceptance (Feel free to take a pic of this page, complete it on your phone, and then email the signed pic to my email)

Course - 11847 ARTG 2326 001
Semester - Fall 2020
Instructor – Anne M. Giangiulio

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Name (print clearly) __________________________________________

Signature ____________________________________________________

UTEP Student ID# : 800 ________________________________________