

21051 – ARTG 2326 – 001 Graphic Design 2–Spring 2024

Course title – Graphic Design 2

CRN 21051, ARTG 2326 001

Course meeting location - Fox Fine Arts Rooms 353 (studio) & 349a (computer lab)

Course meeting times - Mondays and Wednesdays – 8:30am to 11:20am

Instructor Contact Information

Name - Professor Anne M. Giangliulio

Office room # - FOXA 347

Office hours - Mondays and Wednesdays – 12:00 pm-1:00pm or by appointment

Phone - 915-747-8612

Email - amgiangiulio@utep.edu

Instructor Introduction

Professor Anne Giangliulio was born and raised in Wayne, PA. She received a BA in English from Villanova University. After serving in the Peace Corps in Cape Verde, West Africa, teaching English as a Foreign Language, she returned to Philadelphia and attended Temple University's Tyler School of Art, where she received her MFA in Graphic and Interactive Design. In the Summer of 2004, Giangliulio taught a summer design workshop for Tyler School of Art Temple University's Tokyo, Japan campus. Since moving to El Paso in August of 2004, Giangliulio has been the recipient of many Gold and Silver ADDY awards from the Advertising Federation of El Paso and received honorable mention in the 9th International Biennial of the Poster held in Mexico City in 2006 and was a finalist in 2008 and 2010. In 2009 she was invited as one of only 100 designers worldwide to participate in the poster exhibit *Voices in Freedom* sponsored by the International Biennial of the poster in Mexico City. In 2011 her work was included in *LogoLounge Master Library Volume 3: 3000 Shape & Symbol Logos* by Catherine Fishel and Bill Gardner and in 2012 in *Logolounge Master Library, Volume 4: 3000 Type & Calligraphy Logos* by Catherine Fishel and Bill Gardner. In 2014 she was a finalist for the The Texas Institute of Letters' Fred Whitehead Award for Design of a Trade Book for her design of *Remember Dippy* by Shirley Reva Vernick, published by Cinco Puntos Press. In 2019 she presented her work at The Thirteenth International Conference on Design Principles & Practices, in Saint Petersburg, Russia about teaching design projects that focus on causes or the common good. In 2020, she won first place and in 2021 second place in the International Print Awards presented by Adobe for Annual Reports. In 2022, her work was exhibited at the International Biennial of the Poster held in Mexico City. Her work has been honored many times by Graphis, an international bastion of excellence in design and visual imagery. In addition to designing STUFF, Anne LOVES traveling—favorite trips include Tibet, Nepal, and Italy. She also enjoys hanging out with her husband, daughter Lucia (pronounced the Italian way (Lu-chee-ya) and son Juanito. My portfolio site: www.annegiangiulio.com ***Check out my abbreviated portfolio and other UTEP Dept. of Art professors' portfolios at: www.utep.edu/arts, and student work at: <https://www.utep.edu/liberalarts/art/academic-programs/undergraduate/graphic-design/we-do-graphic-design.html>

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, Experimenting with typography and / or material

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
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through finals
- Attendance and punctuality
- Participation in critiques

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 final 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: SEE BLACKBOARD for more supply details

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. To support local, 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 Sketch Book. This is ESSENTIAL for my class. It should have UNLINED pages and be at least 8.5"x11". You may also use the sketch book to take notes, SKETCHING OUT YOUR IDEAS AND TAKING NOTES ARE AN IMPORTANT PART OF THIS CLASS!!! You will sometimes have to tear pages out of this sketchbook to pin up on the wall for critiques.
 - I also highly recommend constructing a pocket for the inside covers of the sketchbook to hold all the assignment papers I will give you this semester. Or, buying a folder or binder for this class' papers. All assignments will always be posted on Blackboard as well.
 - *Notes On Graphic Design and Visual Communication* textbook
 - 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. This white paper material can come in a pad (you may have some leftover from your basic design classes), or individual sheets
 - A roll of Tracing Paper—12" is TOO SMALL, **Get the 18" width**. You will cut this down to the size you need.
 - Good Quality Black Illustration Boards (also called mat board—NOT foamboard, or foamcore!!!) single ply, hot press (smooth, black on BOTH sides). You will need at least 36" in width for the first assignment, then smaller is Ok for subsequent assignments.
 - Black artist tape, 1" in width. Can find locally at Art Center or here: <https://www.dickblick.com/items/blick-artist-tape-black-1-x-60-yds/>
 - 100 sheet box of Epson photo quality ink jet paper. Get the Super A3/B size (**13"x19"**, **Epson product code #S041069-L**). No glossy paper. You can get this locally at Art Center, 3101 E Yandell, **\$59.95/box or \$1/sheet** or at OfficeDepot/OfficeMax online for \$42.49.
- Get the 3 STAR! NOT THE HEAVIER WEIGHT!!! As always, shop around.**

INDISPENSIBLE ITEMS:

- X-Acto knife with extra #11 blades
- A self-healing cutting mat (for cushioned cutting at home, useful is a 11 x 17" and/or a 24 x 36"). NO CUTTING ON THE CLASSROOM TABLES THAT DO NOT HAVE MATS, OR IN THE COMPUTER LABS!
- Rubber cement, glue stick, or spray adhesive
- Mechanical (always sharp) pencils
- Plastic (white) eraser and a gum eraser, aka rubber cement pick-up/eraser
- Stainless steel ruler with a non-skid (cork or foam) backing, 18"
- Metal 90°-angle triangle (6–12" 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." **DO NOT select to start a "free trial!!!!"** If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance, specifically Daniel Ramirez: deramirez@utep.edu

HANDY ITEMS:

- A scanner/phone to scan with / get your hand-done work into the computer
- Save your files to the UTEP OneDrive Cloud, Adobe Creative Cloud, and / or use a Mac-formatted USB Flash drive, &/or an external hard drive.

REQUIRED TEXT: Berryman, Gregg. *Notes On Graphic Design and Visual Communication*. Rev. ed. Menlo Park: Crisp Learning, 1990.

OPTIONAL TEXT: *Meggs' 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! Also, design magazines such as *Print*, *How*, *Communication Arts*, and *Graphis* also have student discounts you can check out online.

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 3.5 absences during the semester without penalty. Students with more 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. Students are encouraged to stay and work after class. Grades will be lowered by excessive absences.

- **Late to class (arriving after the roll is taken) 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 (doctor note required) illness or serious illness or death in the immediate family (documentation / obit link required).
- Leaving class early is regarded and graded as a tardy (1/2 absence). All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive to the learning environment.
- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student. Plan ahead and arrange to get notes from a trustworthy classmate, etc.
- **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, come see 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

- Students must act in a safe and reasonable way at all times in the studio.
- Children and pets are not permitted in the studio.
- **NO CELL PHONES, OR (for classes held in computer lab) TEXTING OR NON-CLASS-RELATED BROWSING DURING CLASS**
- If you absolutely need a cell phone for an emergency just leave the ringer off. Texting and off-topic browsing are also very distracting to the other students in classes held in the computer lab, however, you may browse if you are researching directly for your project.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

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.

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. AI may be used to generate ideas or even looks, but the final result must be 100% controlled by you, the designer, and not left to the whim of a robot. 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 policy. Refer to <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> for further information.

Use of AI tools in this class

Each student is expected to use critical and creative thinking skills to complete tasks and not RELY SOLELY on computer-generated ideas. That said, use of AI technologies or automated tools, including generative AI such as ChatGPT or DALL-E, IS permitted in this class. However, if using any of these tools, students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited like this:

Chat-GPT(version). Date of query (year/month/day). "Text of your query."

Generated using OpenAI. <https://chat.openai.com/>

A short paragraph describing how the tool(s) was/were used for the assignment must be included.

AI allowed with proper acknowledgement.

PLAGIARISM DETECTING SOFTWARE

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

COURSE RESOURCES: Where you can go for assistance

UTEP provides a variety of student services and support, including a food pantry on campus. Please refer to the QR code below for a listing of campus resources:



Use this space to doodle and / or take notes...

Course Planning Calendar* - Mondays and Wednesdays, Spring 2024

January

W – 17 - First day of Class: Introduction & **Assignment 1 given: Interrupted Line Studies.**
M – 22 - Assignment 1 work in class. For weekend read Berryman p. 1-9
W – 24 - Assignment 1 work in class.
M – 29 - Assignment 1 work in class.
W – 31 - Assignment 1 due, **Assignment 2 given: Icons and Line.** Assignment 2 work in class.
Spring Census Day. Note: This is the last day to register for classes. Payments are due by 5:00 pm.

February

M – 5 - Assignment 2 Thumbnails Crit
W – 7 - Assignment 2 work in class
M – 12 - Assignment 2 work in class
20th Class Day. Note: Students who were given a payment deadline extension will be dropped at 5:00 pm if payment arrangements have not been made.
W – 14 - ♥ Group Critique of Assignment 2
M – 19 - Assignment 2 work in class.
W – 21 - Assignment 2 work in class.
M – 26 - Assignment 2 due, **Assignment 3 given: Icons and Shape.** FIELD TRIP TO CHIHUAHUAN DESERT GARDENS,
Read Berryman p. 10-17, 32-33
W – 28 - Assignment 3 Thumbnails Crit

March

M – 4 - Assignment 3, Re-Read Berryman p. 32-33
W – 6 - Assignment 3 work in class
***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 – 11 - ***SPRING BREAK–NO CLASS*** (work on Assignment 3)
W – 13 - ***SPRING BREAK–NO CLASS*** (work on Assignment 3)
M – 18 - Assignment 3 work in class.
W – 20 - Assignment 3 Due, **Assignment 4 given: Typography: Your Name.** Typography Lecture, Special Collections Field Trip, Read Berryman p. 22-31
M – 25 - Assignment 4 work in class.
W – 27 - Assignment 4 work in class.
R – 28 - Spring Drop / Withdrawal Deadline. 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. (**not a GD2 class day**)
F – 29 - César Chávez day – No classes (**not a GD2 class day**)

April

M – 1 - NO APRIL FOOL'S JOKE ;) Assignment 4 Due, **Assignment 5 given: Visual Semantics.** Read Berryman p. 18–20
W – 3 - Assignment 5 work in class
M – 8 - Assignment 5 work in class
W – 10 - Assignment 5 work in class
M – 15 - Assignment 5 Due, **Assignment 6 given: TBA.** Read Berryman p. 20–21 and p. 38–46
W – 17 - Assignment 6 work in class
M – 22 - Assignment 6 work in class
W – 24 - Assignment 6 work in class
M – 29 - Assignment 6 work in class

May

W - 1 - Final One-on-One Critiques ***LAST DAY OF CLASS*** Assignment 6 due at this time.

Week of May 6: I am available in my office grading (for any of your questions and further feedback)

* Please note that the above schedule may vary due to the class and issues which all projects incur.

Graphic Design 2 syllabus acknowledgement and course contract acceptance

Course - 21051 ARTG 2326 001

Semester - Spring 2024

Instructor - Anne M. Giangiulio

ANNE M. GIANGIULIO
 amgiangiulio@utep.edu
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 PHONE: 915 747 8612
 OFFICE HOURS: Monday and Wednesday 12pm-1pm and by appointment

ASSIGNMENT 1: Interrupted Line Studies

- 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
 - pencil, white plastic eraser, gum eraser to remove stray rubber cement
 - X-Acto knife with extra #11 blades (NO scissors!)
 - A self-healing cutting mat (purchase for work at home, in-class mats are provided)
 - Stainless steel ruler with a non-skid (cork or foam) backing, 18", AND a steel triangle, at least 6" in size
 - rubber cement, glue stick, spray adhesive,
 - Bristol board
 - Black illustration board
 - A roll of tracing paper
 - Artist's tape (black is ideal, 1" 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.

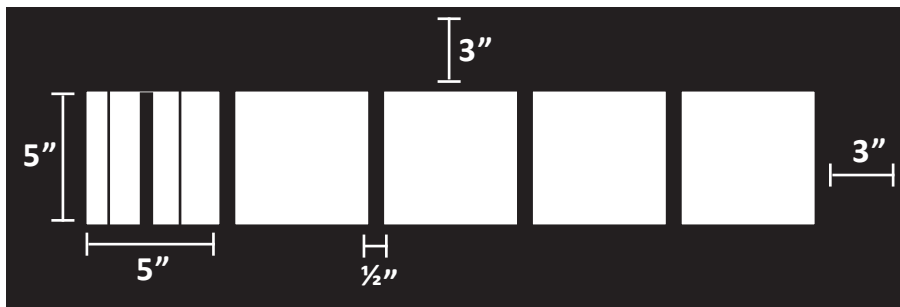


Figure 1 (front)

A SINGLE, large-enough, (DO NOT TAPE TOGETHER SMALLER PIECES OF TRACING PAPER, which looks very sloppy and unprofessional), sheet of tracing paper will cover the entire FRONT of the project. Cut it to the precise width of the black board, like this:



The following information must appear either in black ink or typed (more professional looking) on the back of your projects, on 3"x 5" white paper, bottom right hand corner (See Figure 2):

Your name
 Your e-mail address
 ART G 2326
 Graphic Design 2
 January 31, 2024
 Prof. Anne Giangiulio

"Easy-lift" artist tape tab close-up front:

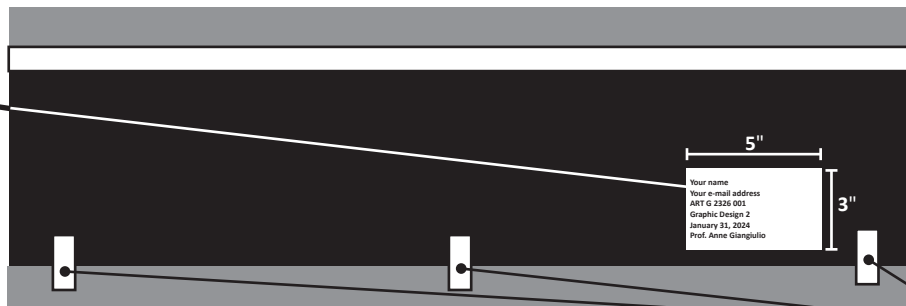
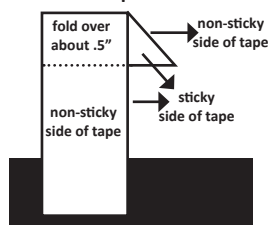
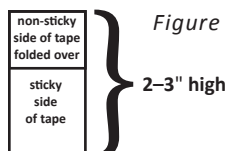


Figure 2 (back)

"Easy-lift" artist tape tab close-up back:



Tracing paper at top wraps around from front about 2-3"

White or black (only!) artist tape is at least .5" wide and trimmed smoothly to the EXACT width of project in one long, continuous smooth piece (straight and without wrinkles)

Three artist tape "Easy-lift" tabs keep the 2-3" of tracing paper that have wrapped around from the front at bottom secured down.

GRAPHIC DESIGN
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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. If you do not already have a UTEP e-mail account, establish one immediately and inform me of that e-mail address ASAP.)

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 brand or website or online store(s)?

7.) How do you get your news / stay abreast of current events (i.e. tell me the news SOURCE—don't just say "online")?

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

9.) Think of the best teacher you ever had. Why were they great?

10.) Tell me one more interesting fact about yourself (use flip side if you need more space):

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#: (8xx)
