

21794 – ARTG 2326 – 001 Graphic Design 2–Spring 2020

Course title – Graphic Design 2

CRN 21794, 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. Giangiulio

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 Giangiulio 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, Giangiulio 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, Giangiulio 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 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 as well as student work at www.utep.edu/arts***

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 Experimenting with typography and 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 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)!!!
- A pad of Bristol Board 18" X 24", you may also buy this in individual sheets (again, use all from the same brand/pack to make an assignment look consistent)
- A pad of Tracing Paper 19" X 24", you may also buy this in individual sheets (sometimes called vellum)
- 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, 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.
- Good Quality Black Illustration Boards single ply, hot press (smooth, black on BOTH sides)
- *Notes On Graphic Design and Visual Communication* textbook
- 100 sheet box of Epson photo quality ink jet paper. Get the Super A3/B size (**13"x19"**, **Epson product code #S041069**). No glossy paper. You can order it online at www.epson.com or discounted at B & H Photo.com for \$28.27—shipping included. **Get the 3 STAR! NOT THE HEAVIER WEIGHT EPSON!!! NOT THE HEAVIER WEIGHT EPSON!!!**

INDISPENSIBLE ITEMS:

- X-Acto knife with extra #11 blades
- A self-healing cutting mat (for cushioned cutting). NO CUTTING ON THE CLASSROOM TABLES THAT DO NOT HAVE CUTTING MATS ON THEM!
- 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"
- Plastic or metal triangles, 45°/45°, 30°/60° 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

HANDY ITEMS:

- A Mac with design software (Adobe version CC 2019) and a scanner
- A Mac-formatted USB Flash drive on which to save computer files.

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*. 6th edition. Wiley, 2016. (2nd, 4th, 5th and 6th 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!

Online design magazines such as *Print*, *How*, *Communication Arts*, and *Graphis* also have student discounts you can check out.

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. 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 illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as being absent. 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.
- **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) IM'ING OR SURFING DURING CLASS**
- If you absolutely need a cell phone for an emergency just leave the ringer off. IM'ing and surfing are also very distracting to the other students in classes held in the computer lab, however, you may surf if you are researching directly for your project. Cell phone noise in class = **DONUTS!!!!**
- 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. 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 <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> 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

E-Mail: cass@utep.edu

Course Planning Calendar* – Mondays and Wednesdays, Spring 2020

January

W - 22 - First day of Class: Introduction Et **Assignment 1 given: Interrupted Line Studies.**

M - 27 - Assignment 1 work in class. For weekend read Berryman p. 1-9

W - 29 - Assignment 1 work in class.

February

M - 3 - Assignment 1 work in class.

W - 5 - Assignment 1 due, **Assignment 2 given: Icons and Line**, Assignment 2 work in class, **SPRING CENSUS DAY**

M - 10 - Assignment 2 work in class

W - 12 - Assignment 2 work in class

M - 17 - Crit Assignment 2

W - 19 - Assignment 2 work in class

M - 24 - Assignment 2 due, **Assignment 3 given: Icons and Shape**, **FIELD TRIP TO CHIHUAHUA DESERT GARDENS**,
Read Berryman p. 10-17, 32-33

W - 26 - Assignment 3, Re-Read Berryman p. 32-33

March

M - 2 - Assignment 3

W - 4 - Assignment 3

M - 9 - Assignment 3

W - 11 - Assignment 3 due, **Assignment 4 given: Visual Semantics**, Read Berryman p. 18-20

*****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 - 16 - *****SPRING BREAK-NO CLASS***** (work on Assignment 4)

W - 18 - *****SPRING BREAK-NO CLASS***** (work on Assignment 4)

M - 23 - work on Assignment 4

W - 25 - work on Assignment 4

F - 27 - CESAR CHAVEZ HOLIDAY – NO CLASSES (NOT A GD2 CLASS DAY)

M - 30 - Assignment 4

April

W - 1 - Assignment 4

F - 3 – Course Drop / Withdrawal Deadline (not a GD4 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.

M - 6 - Assignment 4 Due, **Assignment 5 given: Typography: Your Name**, Typography Lecture, Read Berryman p. 22-31

W - 8 - Assignment 5, **FIELD TRIP TO LIBRARY'S SPECIAL COLLECTIONS**

M - 13 - Assignment 5

W - 15 - Assignment 5

M - 20 - Assignment 5 due

W - 22 - **Assignment 6 given: Self logo**, Read Berryman p. 20-21 and p. 38-46

M - 27 - Assignment 6

W - 29 - Assignment 6

May

M - 4 - Assignment 6

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

Week of May 11: I am available in my office grading (for any of your questions and further feedback email to meet with me, not mandatory)

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

ANNE GIANGIULIO
 amgiangiulio@utep.edu
 OFFICE: FOXA 347
 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
 - Stainless steel ruler with a non-skid (cork or foam) backing, 18", AND a steel triangle, at least 6" in size
 - Glue stick, spray adhesive, or rubber cement
 - Bristol board
 - Black illustration board
 - Tracing paper (LARGE ENOUGH TO COVER ENTIRE ASSIGNMENT'S FRONT + 4–5 inches more in height)
 - Artist's tape (white or black, at least 1/2" 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.

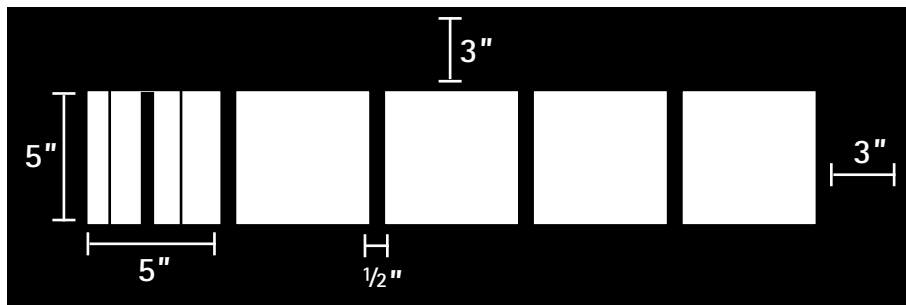


Figure 1 (front)

A SINGLE, large-enough, sheet of tracing paper will cover the entire FRONT of the project, 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
 February 5, 2020
 Prof. Anne Giangiulio

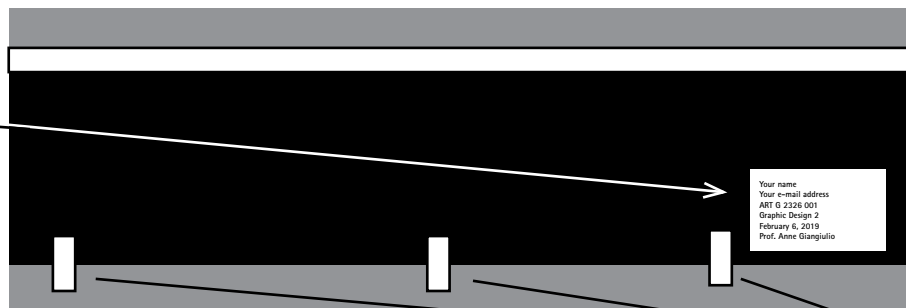
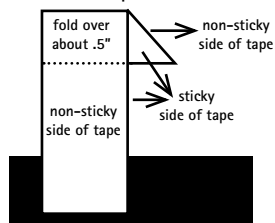


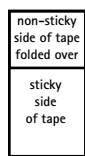
Figure 2 (back)

← 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)

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



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



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

GRAPHIC DESIGN
ANNE GIANGIULIO
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OFFICE HOURS: Monday and Wednesday 12pm-1pm and by appointment

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)/album?

- 4.) What is your favorite book?

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

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

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

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

- 9.) Tell me one more interesting fact about yourself:

Graphic Design 2 syllabus acknowledgement and course contract acceptance

Course - 21794 ARTG 2326 001

Semester - Spring 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