



ARTG 3316 Graphic Design 3–Fall 2020

Course Information (HYBRID)

Course title – Graphic Design 3

Course prefix and number – ARTG 4306, CRN: 11848

Course meeting location - Fox Arts Art A353 and FFA A349B

Course meeting times - Tuesday and Thursday - 9:00 am to 11:50 am

Instructor Contact Information:

Instructor's name - Professor Antonio Castro H.

Instructor's office # - FOXA 456A

Instructor's office hours - We will not be able to meet on campus, but I will still have office hours for your questions and comments about the course. My office hours will be held on Zoom by appointment only:

Mondays: 10-11 am Mountain Time

Fridays: 10-11 a.m. Mountain Time

Other ways of contacting the Instructor are through e-mail (email is better) and phone or FaceTime:

- antcastro@utep.edu
- 915-356-0775

INSTRUCTOR INTRODUCTION

Antonio Castro H. teaches graphic design and visual communications at the University of Texas at El Paso, where he is an Associate Professor in the Department of Art. He received a BFA in graphic design and printmaking from UTEP, and an MFA in visual communications from Tyler School of Art in Philadelphia. Prior to teaching, he was a designer with MithoffBurton Inc. in El Paso, and a senior designer/art director with Parham Santana Design in New York City. Antonio's work has received numerous awards and has been exhibited widely, including at the International Poster Biennial in Bolivia, the Biennial Colorado International Invitational Poster Exhibition, the International Poster Biennial in Mexico (BICM), the Golden Bee International Poster Exhibition in Moscow, and the traveling exhibition Graphic Advocacy: International Posters for the Digital Age 2001–2012. He has been a guest lecturer at several of these events and served as a member of the International Jury for the BICM in 2014. He is also co-founder and co-organizer of Posters Without Borders; an invitational poster exhibition featuring work from internationally recognized designers. His work has been featured in several design publications, including the Print Regional Design Annual and Graphis. His experience covers a wide range of design expertise, including packaging, graphic identity, posters, illustration, and more.

To find out more about your instructor's work please visit his website at <http://acaastrodesign.net/>.

COURSE DESCRIPTION

ARTG 3316 Graphic Design 3 This course is an exploration of effective visual communication with emphasis on problem solving and conceptual development, such as typography/letter form, symbol design, setting bodycopies, and headline types; combining type with symbol and layout of the page. Course style can be described as a “hands on” studio/lab with demonstrations, lectures and in-class work-time, **however, because of our current COVID-19 situation, and even though the ARTG 3316 GD 3 course is listed as hybrid, I have decided that for the time being it will be wiser for us to commence the semester online. I am hoping that as things progress and we have less cases in the city, that we can spend some F2F time, but we have to stay vigilant and be smart about the pandemic.** This course will require significant additional work-time outside of class. Students should anticipate spending 6 hours in class per week and an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 2306 Graphic Design 1 and Foundation Design course work.

COURSE PREREQUISITE INFORMATION

Students taking ARTG 3316 Graphic Design 3 are required to have a foundation understanding of the Elements of Design, the principles of composition, style, and content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of art history. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 2306, ARTG 2326, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student's seeking prerequisite waiver must contact the instructor.

COURSE GOALS AND OBJECTIVES

Goals and objectives targeted in ARTG 3316 Graphic Design 3 include:

- A practical and real world introductory experience in the development (research) and execution of a graphic design assignment with a specific audience in mind.
- Development of improved self expression, creative thinking and planning skills (**this last item will be extremely important for students to take into account**).

COURSE OUTCOMES

Students who complete this course will have:

- Experience and fundamental competency in planning and designing for a diverse group of clients.

Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill.

Confidence is defined as a student's willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student's progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

ASSIGNMENTS

ARTG 3316 Graphic Design 3 is designed around 4 central projects that include:

- Assignment 1: Visual semantics exercise. The meaning and manipulation of words (letters) to illustrate an idea.
- Assignment 2: 16 icon designs for specific concepts.
- Assignment 3: Design of a logotype
- Assignment 4: Application of designed logotype to a stationary system, a menu, etc.

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 4 assignments must be submitted in a completed condition at the time of the project grading critique. Grades established for these 4 primary project assignments will constitute 90% of the final course grade.

GRADING STANDARDS AND CRITERIA

Definition of grades:

A represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.

B stands for above average performance, going beyond expectation.

C is for average and adequate work that fulfills requirements and expectations (the majority of students start at this level). This is the minimum grade required to continue on to the next graphic design level.

D represents less than average performance and is considered underachieved. Credit given.

F is for unacceptable performance. The student will receive no credit.

I 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, with the approval of the department chair and the dean.

W the withdrawal option must be completed on or before the final drop date (April 3). Students hold the full responsibility for withdrawing from this course if that procedure is elected. The instructor may recommend a student to withdraw but is not responsible to withdraw a student from the class.

The 2 primary project grades will be established using a full-class critique at the completion of each project. All students are required to fully participate in the critique discussion of their own projects as well as the projects of other students. At the completion of each critique, I will evaluate the project success by assigning a rating of 0 to 12 for each of 3 criteria, namely Concept,

Concern and Craftsmanship. Concept will evaluate the quality of the idea for the project. Concern will evaluate the dedication, diligence and effort with which the student designs and completes the project. Craftsmanship will evaluate the skill and quality of the material manipulation within the project. The resulting 3 criteria ratings will be averaged together to establish a project percentage grade for each major assignment. The 2 project grades will constitute 90% of the course final grade. The remaining 10% of the final grade will depend on your research for each project, participation in critiques, on time completion of assignments and attendance.

STANDARD OF EVALUATION:

1 Quality of work, defined as

- the aesthetic merits of the artwork
- the way the particular problem is solved
- the depth of research
- student's willingness to experiment
- quantity of preparatory works, sketches and thumbnails

2 Participation and involvement in class critiques and discussions (positive attitude)

3 Quality and quantity of visual journals kept in sketchbook

OTHER CRITERIA

Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly. A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm.

Non-participation in critique and discussion is considered poor classroom performance and will affect your final grade.

TECHNOLOGY REQUIREMENTS

Course content will be delivered for the most part via the Internet through email, Zoom and Blackboard. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser.

You will need to have access to a computer/laptop, scanner, a webcam, and a microphone. Mac computers are the industry standard computer systems in the field of Graphic Design, so I would recommend that if you were planning on buying your own computer that you invest on either the 15" or the 16" MacBook Pro. Make sure you get the Apple Education discount (<https://www.apple.com/us-hed/shop/back-to-school>).

***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.

You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

MATERIALS AND PERSONAL EQUIPMENT

***IF YOU HAVE SOME OF THESE MATERIALS ALREADY YOU DO NOT HAVE TO BUY THEM AGAIN!**

- A pad of Canson Tracing Paper 14" X 17" (get the most translucent kind, it has an illustration of a hot air balloon on the cover)
- X-Acto knife with extra #11 blades
- 3M 924 - 3M Scotch ATG Adhesive Transfer Tape, 1 or 2 rolls
- A self-healing cutting mat (for cushioned cutting). Drawing pad: Bienfang 360 layout pad 50-sheet 14"x17"
- Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9"x12" suggested)
- USB flash memory or other digital storage devices

ATTENDANCE POLICY:

Because this course will be delivered almost entirely online depending on how the COVID-19 situation continues, we need to adapt this course in the best possible way to virtually cover all the objectives in order to satisfy the requirements for GD3.

- We will meet via **Zoom** as a class when I give an assignment presentation, for in-class critiques, or whenever I deem it to be necessary. I will let class know way in advance when such a meeting will take place and I will send you a Zoom invitation via email to allow you to join the meeting. This type of meeting will be classified as **MANDATORY** and I will take attendance.
- The style of this course is One-on-One Instruction, to keep this experience as close as possible to a F2F one, I will divide the class into 2 groups, Group A and Group B. At the current enrollment of 13, one group will consist of 7 students and the other of 6, and as such, **Group A** will meet with me for an in-class work in progress on **Tuesdays** through **Zoom** and **Group B** will meet on **Thursdays** (please follow the assignment sheet for more information on these meetings). I will start the meetings at 9:00 am, and I expect you to show me work and progress each time we meet. For this One-on One group meetings, I will place all the students in their respective group in Zoom's Waiting Room, and I will let students in as soon as I finish talking to each student. While you are waiting in the Waiting Room, you should be working on your assignment and please be attentive to when I invite you to join the meeting. Last semester, it happened more than once that when I allowed a student to come into the conversation, I only saw an empty room. This type of meeting will also be classified as **MANDATORY** and I will take attendance, unless you and I had discussed that it is not really necessary to meet.
- 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.
- 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.
- 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.

COURSE PARTICIPATION

- Participation in all discussions, critiques and class days is required for this course.
- **All students are expected to attend critiques even if they don't turn work in, not attending a critique will result in a penalty, (final course grade being lowered 1 full letter grade).**
- 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 studio is essential to the successful completion of this course.

ARTWORK DELIVERY

Students will email PDF files of their work. All correspondence for the course is through **UTEP email**, not Blackboard email! When submitting in-progress work (sketches, ideas, etc.) will be saved as a PDF unless otherwise noted. ALL FINAL design work will be saved as a PDF and submitted through UTEP email for grading, however, I will post grades to Blackboard. **When submitting a file, name accordingly: LastNameFirstName_ProjectName.pdf

NETIQUETTE GUIDE FOR ONLINE COURSES

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

SECURITY

- Remember that your password is the only thing protecting you from pranks or more serious harm.
- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

GENERAL GUIDELINES

When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication
- Always use your professors' proper title: Dr., Instructor, or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language
- Remember that all college level communication should have correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman/Helvetica and use a size 12 or 14 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING
- Limit and possibly avoid the use of emoticons
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive
- Be careful with personal information (both yours and other's)
- Do not send confidential patient information via e-mail
- When in a Zoom meeting, I will ask that all students have their cameras on, I need to make sure that all of you are acknowledging the information that you are being given.

EMAIL NETIQUETTE

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line unique to the subject. DO NOT just reply without changing the subject line, unless the subject had not changed.
- Be brief
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text
- Sign your message with your name
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "reply all"

COVID-19 PRECAUTIONS

You must STAY AT HOME and REPORT if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you attend campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection.

Wear face coverings when in common areas of campus or when others are present. You must wear a face covering over your nose and mouth at all times in this class. If you choose not to wear a face covering, you may not enter the classroom. If you remove your face covering, you will be asked to put it on or leave the classroom. Students who refuse to wear a face covering and follow preventive COVID-19 guidelines will be dismissed from the class and will be subject to disciplinary action according to Section 1.2.3 Health and Safety and Section 1.2.2.5 Disruptions in the UTEP Handbook of Operating Procedures.
(classes with on-campus meetings) **PLEASE NOTE THAT IF COVID-19 CONDITIONS DETERIORATE IN THE CITY OF EL PASO, ALL COURSE AND LAB ACTIVITIES MAY BE TRANSITIONED TO REMOTE DELIVERY.**

COVID-19 ACCOMMODATIONS

Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. If you are not permitted on campus, you should contact me as soon as possible so we can arrange necessary and appropriate accommodations. (classes with on-campus meetings) Students who are considered high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact **Center for Accommodations and Support Services (CASS)** cass@utep.edu to discuss temporary accommodations for on-campus courses and activities.

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. 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.

ACADEMIC CALENDAR/FALL 2020

Aug 24th Fall classes begin

Aug 24-28th Late Registration Period(Fees are incurred)

Sept 7th Labor Day Holiday- University Closed

Sept 9th Fall Census Day **Note:** This is the last day to register for classes.

If payment is not received by this day, students will be dropped.

Sept 21st 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.

Oct 2nd Graduation application deadline for degree conferral

Oct 22nd Midterm Fall 2020 Grades Due

Oct 30th Fall 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.

Nov 13th Deadline to submit candidates' names for commencement program

Nov 26-27th Thanksgiving Holiday - University Closed

Dec 3rd Fall - last day of classes

Dec 4th Dead Day

Dec 7-11th Fall Final Exams

Dec 12-13th Fall Commencement

Dec 16th Grades are Due

Dec 17th Grades are posted to student records; students are notified of grades and academic standing

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). **Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the CASS portal.**