



## ARTG 4306 Graphic Design 5–Fall 2016

### Course Information

**Course title** – Graphic Design 5

**Course prefix and number** – ARTG 4306

**Course meeting location** - Fox Arts Art A353

**Course meeting times** - Tuesdays and Thursdays - 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** - Office conferences are Tuesday and Thursday from 12:00 pm to 1:00 pm or by appointment.

**Instructor's phone # & e-mail** - 915-747-5214 - antcastro@utep.edu

**mspace:** <https://mspace.utep.edu/GDesignAC/>

### Instructor Introduction

Antonio Castro H. is an Associate Professor of Graphic Design at The University of Texas at El Paso. He received his BFA in graphic design with a printmaking minor at The University of Texas at El Paso and his the MFA in Visual Communications at Tyler School of Art in Philadelphia. Aside from teaching, Antonio has been producing successful design solutions for companies such as Bravo Networks, Independent Film Channel, American Movie Classics, El Paso Chile Company, Cinco Puntos Press, Stanley and Gerald Rubin Center for The Visual Arts among others. Prior to this Antonio worked as a Graphic Designer for Mithoff-Burton Partners in El Paso Texas and later as a Senior Designer/Art Director at Parham Santana in New York City.

Antonio Castro's work has been published in various graphic design publications such as, Graphis "New Talent" book, Print Magazine, among others. Antonio has also participated in several international poster events such as, the 2nd international Poster and Computer Animation Competition "Anti AIDS-Ukraine", the International Poster Biennial in Bolivia, the International Poster Biennial in Mexico, and most recently his work was included in the Colorado International Invitational Poster Exhibition CIPE 18 and 19, his work was also included in the traveling exhibition Graphic Advocacy: International Posters for the Digital Age 2001–2012. In 2014, Antonio acted as a member of the International Jury panel at the 13th Poster Biennial in Mexico.

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

### Course Description

ARTG 4306 Graphic Design 5. This advanced communication course emphasizes on individual direction and achievement. Student will develop solutions to challenging and complex problems in graphic design. Projects are chosen to realistically reflect the range of assignments designers encounter in a studio environment, agency or corporate design situation (concepts will need to communicate to a specific audience). Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work-time. In-class work-time is structured in order to provide individualized instruction and assistance with the design process. 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.

### Course Prerequisite Information

Students taking ARTG 4306 Graphic Design 5 are required to have a foundation understanding of typography as a design element (tool), logo design, understanding of how to apply body copy and the grid, the elements of design, the principals 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 3326, 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 4306 Graphic Design 5 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.

## Course Outcomes

Students who complete this course will have:

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

**Note:** 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 4306 Graphic Design 5 is designed around 2 central projects that include:

- Assignment 1 Identity campaign for specific client. This includes logo design, stationary design + merchandising design.
- Assignment 2 Logo design + application of designed logo to specific assignments such as poster design or packaging design, etc.
- Possible third packaging design assignment. The instructor will provide students an existing logo or brand and the student will design 3 diff. Packages for specific products based on the provided logo or brand.

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 2 assignments must be submitted in a completed condition at the time of the project grading critique. Grades established for these 2 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 3 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, the instructor 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 4 project grades will constitute 60% of the course final grade. The remaining 40% of the final grade will depend on your research for each project, participation in critiques, on time completion of assignments and attendance.

**ARTG 4306 Graphic Design 5 is a grade-based course and is not available for audit or pass/fail options.**

**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**

**1** 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.

**Materials and Personal Equipment**

Students Taking **ARTG 4306 Graphic Design 5** will need to purchase materials and some basic equipment in order to successfully complete this course.

**Required items:**

- 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
- 100 sheet box of Epson photo quality ink jet paper. Get the Super B size (13x19). No glossy paper. You can get this online at [www.epson.com](http://www.epson.com) or [www.amazon.com](http://www.amazon.com)

**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.
- 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.
- 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.

**Class Conduct:**

A successful career in graphic design requires more than talent, skill, and knowledge. By definition, a professional designer observes professional standards. Among other things, these standards demand a commitment to the work and respectful, courteous behavior towards one's colleagues, clients, competitors, service providers, and audience — in other words, everyone. Professional standards should always prevail in the workplace, the studio, and the classroom. Without them, no matter how skilled, a designer is unlikely to achieve success.

- Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve. Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.
- Class time is devoted to the development and execution of class projects, to lecture, class discussion, demonstrations, and critiques. 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.
- Class time, including both studio and lab time, is provided for work on projects assigned in this course. Work on projects assigned in other courses, without permission, will be treated as an absence.
- When using the lab, always observe the posted lab rules. Never enter a studio or a lab when another class is in session without the instructor's permission, (as a rule, it is best to get that permission ahead of time.)
- Students must act in a safe and reasonable way at all times in the studio and computer lab.
- Talking on a cell phone, texting, instant messaging, tweeting, etc. are disruptive and disrespectful.
- Surfing, unless it is related to research for a class project, is inappropriate.
- I-pods, MP3 players, and other personal entertainment devices are allowed during work periods, so long as the volume is adjusted so that it doesn't disturb your colleagues. In other words, if your neighbor can hear your music, it's too loud. Turn it down.
- I-pods, MP3 players, and other personal entertainment devices are not allowed during lecture, demonstrations, class discussion, or critique. Remove the ear buds and pay attention. Remember that inattentive behavior will be treated as an absence.
- The class meets for two hours and 50 minutes. Breaks will be provided. Leaving early, without permission, will be treated as an absence. Failure to return promptly from a break will be treated as an absence.
- Cell phones should be silenced, turned off, or put on the vibrate mode. If you absolutely need a cell phone for an emergency, please alert the instructor.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. See the note concerning University policy below.
- 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.

**ARTG 4306 Graphic Design 5 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. 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, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: <http://www.utep.edu/dsso>

Phone: 915-747-5148

Fax: 915-747-8712

E-Mail: "mailto:dss@utep.edu?subject=Disabled%20Student%20Services"

---

**ARTG 4306 Graphic Design 5 syllabus acknowledgement and course contract acceptance.**

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.

Course # -ARTG 4306      Section #- 005      Semester Date - Fall 2016

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

UTEP Student ID # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_