



## **ARTG 4316 Graphic Design 6–Spring: 2018**

### **Course Information**

**Course title** – Graphic Design 6

**Course prefix and number** – ARTG 4316, CRN: 22332

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

**Course meeting times** - Tuesdays and Thursdays - 1:30pm to 4:20pm

### **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

### **Instructor Introduction**

Antonio Castro H. teaches graphic design 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 at Parham Santana Design in New York City.

Professor Castro's work has received numerous awards and 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 2016 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 Mexican Biennial (BICM). 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. He has designed several books, and has collaborated with his father, the esteemed artist Antonio Castro L., for a successful series of children's books for Cinco Puntos Press in El Paso.

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

### **Course Description**

ARTG 4316 Graphic Design 6: Practicum. As the name suggests, this advanced communication course emphasizes the practical application of graphic design theory. The course provides a comprehensive review of the design process, including initial client contact, presentation of the design problem, research and analysis, conceptualization, rough “thumbnails”, sketches, and layouts, comprehensive layouts for presentation, presentation to the client, and finished art for publication. All projects are client based and intended for publication. Work selected for actual publication will be determined by the client in consultation with the instructor. Clients will be drawn both from on-campus and selected off-campus, not-for-profit organizations. In some cases, work may include submission to legitimate graphic design competitions.

The number and complexity of projects will be determined according to the nature and availability of client work. As in professional design practice, specific projects are not pre-determined but will be proposed throughout the semester.

Projects may be team-executed or individualized, depending on the nature and complexity of each project. When projects require a team approach to problem solving and execution, then team participation and cooperation will be a factor in individual grade evaluation.

Course style can be described as a “hands on” supervised studio/lab with demonstrations, lectures and in-class work. In-class work 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 five hours and forty minutes in class per week and at least an additional six hours outside of class per week to satisfactorily complete this class.

### **Course Prerequisite Information**

Students taking ARTG 4316 Graphic Design 6 Practicum, 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 and design History. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 3321 with a minimum grade of C. Student's seeking prerequisite waiver must contact the instructor.

### **Course Goals and Objectives**

- A practical understanding of client expectations, and the application of graphic design technique, skill sets, and resources to meet those expectations.
- An understanding of a diverse variety of client projects, the unpredictable nature of those projects, and how graphic design skills may anticipate and execute those projects.
- Development of improved self-expression, creative thinking, and planning skills, integrated with a design group or team context.
- Development of client presentation techniques and self-confidence, poise, clarity, and thoroughness in presenting work.

### **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**

3 major assignments, each consisting of multiple elements.

### **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.

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.

**ARTG 4316 Graphic Design 6 is a grade-based course and is not available for audit or pass/fail options.**

- 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 3 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.

### **Materials and Personal Equipment**

Students will be responsible for supplying:

- 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)
- Canson Tracing Paper, 50-Sheet Pad 11" × 14" Canson Tracing Paper, 50-Sheet Pad 11" × 14"
- Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9"x12" suggested)

### **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.
- **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.

**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.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.
- Cell phones are prohibited in class.

**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 4316 Graphic Design 6 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.

**Academic Calendar/Spring 2018**

**Jan 15th-Dr. Martin Luther King, Jr. Holiday - University Closed**

**Jan 16th -Spring Classes Begin**

**Jan 16-19 - Late Registration**

**Jan 31st - Spring Census Day**

**March 12-16 - Spring Break**

**Mar 29th - Spring Drop/Withdrawal Deadline**

**Mar 30th -Cesar Chavez Holiday /Spring Study Day - no classes**

**May 3rd - Spring - last day of classes**

**May 4th - Dead Day**

**May 7-11- Spring Final Exams**

**May 12th - Spring Commencement**

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**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 4316 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 4316      Section #- 005      Semester Date - Spring 2018

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

Signature \_\_\_\_\_

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