



ARTG 4316 Graphic Design 6–Spring: 2017

Course Information

Course title – Graphic Design 6

Course prefix and number – ARTG 4316, CRN: 22424

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

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 4316 Graphic Design 6: Practicum. 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". This course will provide the student with actual work experience in a realistic setting. The instructor will be acting as a creative director and students as junior designers. We will also be provided with deadlines that we will have to meet, so I urge to work fast and efficiently. Once we come up with concepts for a specific event, we will present them to our clients and they will choose one of the concepts. Once this happens, the student will work directly with client in doing any further changes to the chosen piece and the student will be responsible of taking this piece to completion. This meaning that the student will work on the final production of the piece and will do press checks with printer.

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

Goals and objectives targeted in ARTG 4316 Graphic Design 6 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

To be determined

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.

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

- The 4 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 evalu-

ate 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 or 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.
- 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 2017

Jan 16th Dr. Martin Luther King, Jr. Holiday – University closed

Jan 17th Spring classes begin

Jan 17-20 Spring late registration

Feb 1st Spring Census Day

Mar 13-17 Spring Break

Mar 30th Spring Drop/Withdrawal deadline

Mar 31st Cesar Chavez Holiday – no classes

April 14th Spring Study Day – no classes

May 5th Dead Day

May 8-12 Spring Final Exams

May 13th Spring Commencement

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 2017

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____