



## ARTG 3316 Graphic Design 3–Fall 2017

### Course Information

**Course title** – Graphic Design 3

**Course prefix and number** – ARTG 3316, CRN 12362

**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 CIIPE 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 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 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. 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. 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 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 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 problem like the design of an identity (logo), and collateral items.
- Development of improved self expression, creative thinking and planning skills.

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 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: 20 icon design 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 60% 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.

**ARTG 3316 Graphic Design 3 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 3316 Graphic Design 3 will need to purchase materials and some basic equipment in order to successfully complete this course.

#### **Required items:**

Equipment:

- External drive to store your digital files. Example: USB keys, I-pods, etc.

#### **Materials:**

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)

### **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.

#### **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 2017**

Aug 28 Classes Begin

Aug 31 Emeriti Nomination Deadline

Sep 1 Faculty Spring Course Load Requests Due to Art Office

Sep 4 Labor Day – University Closed

Oct 6-8 Chalk the Block – Downtown

Oct 6-8 Chinati Weekend

Oct 12 Rubin Center / Opening Reception 5pm-7:30pm

Oct 25 Freshmen Mid-term Grades Due

**Nov 3 Fall Drop/Withdrawal Deadline**

**Nov 23-24 Thanksgiving Holiday – University Closed**

**Dec 7 Fall – Last Day**

Dec 8 Fall Dead Day

Dec 11-15 Fall Final Exams

**Dec 16 Fall Commencement**

Dec 19 Grades Due

**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"

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**ARTG 3316 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 3316

Section #- 003

Semester Date - Fall 2017

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

Signature \_\_\_\_\_

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