



ARTG 4306 Graphic Design 5–Spring 2023

Course Information

Course title – Graphic Design 5

Course prefix and number – ARTG 4306, CRN: 21151

Course meeting location - Fox Arts Art A353

Course meeting times - Tuesday / Thursday - 1:30 to 4:20 PM

Instructor Contact Information:

Instructor's name - Professor Antonio Castro H.

Instructor's office # - FOXA 456B

Instructor's office hours - 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 and illustration 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.

Antonio's work has received numerous awards and it has been exhibited widely, including at the BICeBé International Poster Biennial in Bolivia, CIPE Biennial Colorado International Invitational Poster Exhibition, BICM the International Poster Biennial in Mexico, the 2016 Golden Bee International Poster Exhibition in Moscow, and the traveling exhibition Graphic Advocacy: International Posters for the Digital Age 2001–2012. Most recently his work was exhibited at the B.I International Poster Art Biennale in South Korea, where he was also awarded the Bronze Medal. He has been a guest lecturer at several of these events and served as a member of the International Jury for the BICM the International Poster Biennial in Mexico and most recently he acted as a juror at the 2018 Global Talent Design Festival in Taiwan. He is a 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 New Talent and most recently 2022 Graphis Poster Annual, for this he was awarded a gold certificate. 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://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. This course will require significant additional work-time outside of class. Students should anticipate spending 5 hours 40 minutes 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 covered in previous graphic design courses.

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 (**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

- Assignment 1 Identity campaign for specific client:
 - Logo design (two ideas)
 - Stationery design, this consists of letterhead, envelope, business card and folder design.
 - Collateral design items, this varies from client to client but student should anticipate to work on at least six collateral items.
- If time permits there will be a possible last re-design packaging design assignment.
- Each assignment will be introduced via a presentation 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 (**March 30th**). 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 two primary projects' 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 two 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.

My grading system is quite simple and different than the one provided in Blackboard, here it is in case you want to do your own math based on the grades you get on each assignment:

12: A+
11: A
10: A-
9: B+
8: B
7: B-
6: C+
5: C
4: C-
3: D+
2: D
1: D-
0: F

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

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 13" or the 16" MacBook Pro. Make sure you get the Apple Education discount (<https://www.apple.com/us-hed/shop/back-to-school>).

If we are obligated to lock down again due to COVID, the 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 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!

For this semester's access to the Adobe collection, students must check their UTEP emails for the licensing instructions.

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:

- 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.
- Absence 5 will be an automatic course failure.
- 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.

ARTWORK DELIVERY

Besides physical boards and mock ups, 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.

****When submitting a file, name accordingly: LastNameFirstNameProjectName.pdf**

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.

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"

THE UTEP PROVOST OFFICE HAS PROVIDED THE FOLLOWING COVID-19 PRECAUTION STATEMENT:

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

For more information on COVID-19 visit the CDC website:

<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html>

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.html> for further information.

ACADEMIC CALENDAR/SPRING 2023

Jan 17th Dr. Martin Luther King, Jr. Holiday – University Closed

Jan 17th-20th Spring classes begin

Feb 1st Late Registration (Fees are incurred)

Spring Census Day

Note: This is the last day to register for classes. Payments are due by 5:00 pm.

Feb 17th Graduation application deadline for degree conferral

Mar 13th-17th Spring Break

Mar 30th Spring 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.

Mar 31st Cesar Chavez Holiday - No classes

Apr 14th Deadline to submit candidates' names for commencement program

May 4th Spring – Last day of classes

May 5th Dead day

May 8-12th Spring Final Exams

May 13-14th Spring Commencement

May 17th Grades are Due

May 18th 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 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: <https://www.utep.edu/student-affairs/cass/>**

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 - Spring 2023

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____