**ARTG 4356-001 INTERNSHIP/INDEPENDENT STUDY – SPRING, 2018**

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<thead>
<tr>
<th>Course title</th>
<th>Internship/Independent Study</th>
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<tr>
<td>Course prefix and number</td>
<td>ARTG 4356-001 (CRN 28883)</td>
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<tr>
<td>Course meeting location</td>
<td>Fox Fine Arts 353/349B</td>
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<tr>
<td>Course meeting times</td>
<td>Tuesday and Thursday, 4:30 pm – 7:20 pm, or to be determined</td>
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<tr>
<td>Instructor</td>
<td>Clive Cochran</td>
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<tr>
<td>Office / Office hours</td>
<td>FOXA 351 / Wednesday, 12:30 to 1:30 pm or by appointment</td>
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<tr>
<td>Phone / E-mail</td>
<td>915-747-8050 / <a href="mailto:ccochran@utep.edu">ccochran@utep.edu</a></td>
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**INSTRUCTOR INTRODUCTION**

Clive Cochran has practiced graphic design since 1965. His experience covers a wide range of design projects for a broad spectrum of local, regional, and national clients. Over five decades his work has included advertising design in all media, identity design, package design, corporate communications, annual reports, trade show exhibit design, and more. During this time his work has been recognized with numerous awards and has been published in many trade journals, books, and textbooks, including Print Magazine, Graphis Posters, Dynamic Graphics, among others. He is an American Advertising Federation Silver Medalist. He was previously Associate Creative Director at MithoffBurton Partners, a Marketing Communications firm in El Paso, Texas. Since 1985, he has lectured in Graphic Design at UTEP. He received a BA from UTEP in 1976.

**COURSE DESCRIPTION**

**ARTG 4356 Internship/Independent Study**

As the name suggests, this advanced course in Graphic Design provides an opportunity for the advanced, disciplined, and self-motivated student to explore new avenues in design, improve existing skills and develop new ones, and enhance his or her design portfolio. The work may be entirely self-directed, pending approval by the course instructor, or developed in consultation with the instructor. The instructor may provide alternatives or other suggestions as an aid in fulfilling the requirements of this course. Note that the primary requirement for independent study is that work must further the student's understanding of the graphic design discipline, and that the work load, assignment weight, and time investment be commensurate with those of other advanced graphic design courses. The average time investment for upper division courses is approximately three hours of class time matched with three hours of outside class time for 30 class meetings, or approximately 180 hours. Assignment options are discussed below.

**COURSE PREREQUISITE INFORMATION**

18 hours in Graphic Design, a minimum GPA of 3.0 in Graphic Design and approval of the instructor. A laboratory fee is required.

**COURSE GOALS AND OBJECTIVES**

Goals and objectives targeted in ARTG 4316 Independent Study, as noted in the course description, include:

- An opportunity for the individual designer to explore new, previously unavailable design opportunities.
- A deeper understanding of the Graphic Design discipline.
- An opportunity to enhance the designer’s portfolio.
- Development of new skills and/or the improvement of existing skills

**COURSE OUTCOMES**

In addition to achieving a combination of the course goals outlined above, students who successfully complete this course will have acquired competency in solving the various stages of self-directed graphic design problems, with guidance and/or consultation with the instructor. She or he will have acquired confidence to address various stages of visual ideas, research, solving communication problems, and execution of common graphic design projects.

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 a student understands and uses a process or skill. Confidence is defined as a student's willingness and trust in her or his 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 her or his willingness to use these new skills. Once the student has worked with the process and starts to understand its abilities and procedures uncertainty is replaced with a sense of control and excitement for the potential of the process as a path for creation.
ASSIGNMENTS
Several assignment options are available for Independent Study for Spring, 2018.

Option 1: Student may provide a written proposal, outlining a design project or a combination of related projects, to be completed at arranged times throughout the semester.

Option 2: As this course is scheduled to meet with Graphic Design 5, Special Problems, students may opt to take on the assignments for that class. All assigned GD 5 deadlines must be met.

Option 3: A combination of options 1 and 2, to be arranged with the instructor.

NOTE, IDENTIFY YOUR WORK
All work must be clearly identified with the name of the designer, (your name), and the course description, (Graphic Design Independent Study), semester, (Spring, 2018), the date, and a brief project description. If a project requires several elements, each must be individually identified.

The proper format is a label attached to the back of the work (lower right corner). Where this is not practical, such as book or package design, the appropriate information should be incorporated inconspicuously but clearly as part of the design, (example, on the back cover flap of a book jacket, or following the ingredients on a label design).

Failure to include this information will result in a deduction of one letter grade for the project. However, if work cannot be identified, it cannot be evaluated and may be discarded: No name, no credit.

RETRIEVAL
Retrieval to be determined pending assignments to be determined. In general, work must be picked up on the day it is returned in class. If you are absent when work is returned, the work will be left in the classroom. If the work is not retrieved in a timely manner, it will be discarded. If you cannot be present when work is returned, please contact me to make arrangements to retrieve your work. Work cannot be released to someone other than the designer without written consent.

Arrangements for retrieval of the final project will be provided prior to final critique.

GRADING STANDARDS AND CRITERIA

A Outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
B Average work and is reflective of works and performance of above average ability and performance.
C 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 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 and the approval of the department chair.
W The withdrawal option must be completed on or before the final drop date (March 29). 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.

Grades are based on a four point system, where A = 4 points, B = 3 points, C = 2 points, D = 1 point, and F = no points. The final course grade is based on the average grade of each assignment according to its weight, plus criteria listed below under Evaluation.

Independent Study is a grade-based course and is not available for audit or pass/fail options.

EVALUATION:

1. Assignments are evaluated according to both concept and execution. In general, except where noted, both have equal weight in determining the grade for that assignment. Good ideas cannot overcome poor execution, and strong execution will not save a weak idea.

Concept is determined by four related criteria: originality, clarity, relevance, and memorability. Execution is determined by overall craft, layout, typographic treatment, color treatment, thoroughness, and presentation. When several pieces or a series are assigned, consistency and coordination are also considered. Note that presentation plays an especially significant role, especially in preparing work for client presentation. The care and concern shown in preparing work for presentation may determine the success or failure of the project.

2. Although Independent Study is largely self-directed, should option 2 or 3 be selected, then coordination, participation, and attendance will play a role in grade evaluation. When the overall grade is on the cusp, these factors can play a positive or negative role.

PUNCTUALITY, ATTENDANCE, AND OTHER CRITERIA.
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 an understanding of professional standards, no designer, no matter how skilled, is likely to succeed.

- Students enrolled in this course are 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.

Cheating/Plagiarism: Cheating is unethical and illegal. Plagiarism is using information or images in a project without giving credit to the source of that information or image. 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.

Instructor's note: Plagiarism occurs when someone attempts to pass off someone else's work as one's own. This includes tracing or copying images and/or ideas from other sources. While accidental duplication of ideas may be unavoidable, intentional copying is unethical, unprofessional, and unacceptable. Under certain circumstances, plagiarism may have legal consequences. For the purpose of this course, anyone caught plagiarizing will receive a failing grade for the course.

MATERIALS AND PERSONAL EQUIPMENT

NOTE: Because of the nature of this course, the following is a suggested list appropriate for most advanced Graphic Design projects. It is not necessarily complete or appropriate for a self-directed course.

Shop around. Most of the items listed are available at local art supply stores and on-line through outlets such as Amazon.com, Blick Art Materials, Hobby Lobby, and others. Also, many stores publish online coupons; the savings can be substantial. Plus, quantity discounts may be available on many items, so consider ordering as a group.

External drive to store your digital files. Example: USB drives, etc.

100 sheet box of Epson photo quality ink jet paper, (Epson S041069 Photo-Quality Inkjet Paper (13x19, 100 Sheets), size A3/B, or 3-star. DO NOT USE GLOSSY PAPER. This paper may be ordered online at www.epson.com, Amazon.com, officemax.com, and other online sources.

Aerosol spray adhesive, (spray mount) or other approved adhesive. Note that all aerosol spray adhesives and fixatives must be used in a well-ventilated area, preferably a "spray booth". The Department of Art provides a spray booth in room 352. This area should be kept clean, and the filters must be replaced when clogged.

Appropriate drawing, assembly, and presentation materials, including pencils, pens, sketch and layout pads for thumbnails, T-square, triangles, cork-backed ruler, self-sealing cutting surface, matte knife, utility knife, spare blades, adhesives, and mounting boards, etc. Note the preferred format for mounting boards is black, 15" by 20" board. Occasionally, neutral colors other than black are appropriate, depending on context, project, etc.

Note that due to the unpredictable nature of client projects, these materials may need to be supplemented to meet specific client requirements.

NOTE REGARDING PLOTTER: Some projects may require larger paper formats, such as 44 inch matte finish roll paper. These are available from online vendors such as Amazon, or directly from Epson. They can be expensive, so consider sharing the expense w/ other students. The Epson Plotter is available to Independent Study, GD5, GD6, and GD9 students upon payment of the Plotter lab fee. Contact the lab monitor for more information on fees and operation.
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

Please read this syllabus thoroughly and return a copy of the following syllabus acknowledgement by the next class meeting. If you have any questions regarding the content of this document, please ask the instructor for clarification.

ARTG 4366 Independent Study 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 4356   Section #- 01   Semester Date – Spring, 2018

Name (print) _______________________________________________________

Signature __________________________________________________________

UTEP Student ID # _______ - _______ - ________________