

ARTG 4316-001 GRAPHIC DESIGN 6, PRACTICUM, SPRING 2021

COURSE INFORMATION

Course title	Graphic Design 6, Practicum
Course prefix and number	ARTG 4316, Section 001, CRN 21787
Course meeting location	Fox Fine Arts A, lab/studio 349B/353 and Online*
Course meeting times	Monday and Wednesday – 1:30 pm to 4:20 pm
Instructor	Clive Cochran
Office / Office hours	Online only, Thursday 12:30 to 1:30 pm or by appointment
Phone / E-mail	ccochran@utep.edu

* This course is offered in a hybrid format for the Spring 2021 semester. Most classes will be conducted online using ZOOM. However, if circumstances allow, some face-to-face (F2F) classes *may* be held in FFA studio room 353. In the event that F2F classes are held, University social distancing and mask requirements will be observed. All students and the instructor will wear masks and maintain a distance of at least six feet between persons. Note that the syllabus absentee policy *will* apply to online meetings, however, it *will not* apply to F2F classes.

Please note the appendix starting on page 11. This is the official University sanctioned policy in effect during the Covid crises and is required reading for all students and faculty. Some of this information is repeated in the main text of the syllabus.

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. 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, and several other graphic design publications. He is an American Advertising Federation Silver Medalist. He was previously Associate Creative Director at MithoffBurton Partners, an advertising, marketing, and communications firm. Since 1985, he has lectured in Graphic Design at UTEP. He received a BA from UTEP in 1976.

CONTACT INFORMATION

- **Office Hours:** Office hours will be conducted online via Zoom. Students enrolled in this class will receive a Zoom invitation for office hours. Hours are Thursday 12:30 to 1:30 pm or by appointment, (online appointments to be arranged).
- **Email:** UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24-48 hours of receipt. When e-mailing me, be sure to email from your UTEP student account and please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name, and your university identification number.
- **Discussion Board:** If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard. Please respond to other students' questions if you have a helpful response.
- **Announcements:** Check the Blackboard announcements and your UTEP e-mail account frequently for any updates, deadlines, or other important messages.

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 (when possible), presentation of the design problem, research and analysis, conceptualization, rough "thumbnail" 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.

Be aware that we will not provide design work for for-profit businesses. Doing so would constitute a conflict of interest and may put us in competition with practicing, professional designers. Because many of you, our students, are future practicing professionals, such competition would be unfair.

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. Expect four to five projects.

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. Please note that for Spring 2021, “hands on” means *virtual* hands on. All classes will be held online until further notice.

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 course expectations.

The class is listed as hybrid so that we have some flexibility in scheduling. If we absolutely need to meet, we can, but *only* if meetings can be held safely and in compliance with University COVID guidelines. Currently I am planning for most classes to be held online. If any classes are held face to face, they will be to show examples of work, or for demonstrations of how to assemble work, and will *ONLY* be held if proper safety measures are observed, including distancing and masks.

Practicum requires work for actual clients. All client meetings, including briefings and presentations, will be held online, so that neither students nor clients will be exposed. We will meet via Zoom, or Microsoft Teams, or Blackboard.

COURSE PREREQUISITE INFORMATION

Prerequisite for **ARTG 4316 Graphic Design 6** is ARTG 3326 with a grade of C or better. Students are required to have a foundation understanding of typography as a design element, identity design (to include logo design), an understanding of how to apply and combine text and headlines within an organized (grid) format, the elements of design, including principals of composition, style, and content, and a working knowledge of Adobe Photoshop, InDesign, and Illustrator software programs. 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 3316, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Students seeking prerequisite waiver must contact the instructor.

COURSE GOALS AND OBJECTIVES

Goals and objectives targeted in **ARTG 4316 Graphic Design 6** include:

- 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.

LEARNING OUTCOMES

Students who complete this course are expected to have experience and fundamental competency and confidence in planning, designing, presenting, and executing work 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 trust in his or her 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 his or her 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

Assignments in Graphic Design 6 are designed to replicate, as closely as possible, the type of projects encountered by a working designer in a typical practice. As noted above, these assignments will be provided by on- and off-campus clients, and are intended for implementation. Because projects selected for publication will be determined by specific client needs, teams and individuals will present their work on a competitive basis.

As client work becomes available, it will be added to the course calendar. All deadlines will be determined according to client needs.

IDENTIFY YOUR WORK

All work must be clearly identified with the name of the designer (your name) in the file name of work submitted. Files not named can get lost; it is important that your work be identified for proper credit. If a project requires several designs, each must be individually identified. File naming protocols will be provided. *Additional identification information may be required according to individual project briefs.*

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

For the Spring 2021 semester, work will be submitted online, therefore retrieval is not a factor. Evaluations of your work will be returned to you in a timely manner.

GRADING STANDARDS AND CRITERIA

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.

- A** Outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
- B** Above average performance, going beyond expectations.
- C** Average and adequate work that fulfills requirements and expectations (the majority of students start at this level).
- D** Represents less than average performance and is considered underachieved. Credit given.
- F** Unsatisfactory 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 (April 1). 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.

Graphic Design 6 is a grade-based course and is not available for audit, pass/fail or satisfactory/unsatisfactory (S/U) options.

EVALUATION:

The final grade in this course will be determined by the total value of assignments based on the percentages provided on assignment specifications, plus additional criteria outlined below.

Note that, as a rule, the client, (in consultation with the instructor), selects the final work to be produced. However, client selection, while important, does not guarantee a passing grade. In

other words, work not chosen by the client may receive a higher grade than work selected. Work will be evaluated according to traditional graphic design criteria:

1. Assignments are evaluated according to both concept and execution. In general, except where noted, both have approximately 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.
Note that online presentations do not require mounting, so the process is simplified. As noted previously, all client presentations will be online.
2. In addition to the above criteria, class participation, attendance, and performance improvement will be considered in the final evaluation. When the overall grade is on the cusp, these factors can play a positive or negative role. Also, anticipate work-in-progress critiques, when appropriate, on projects outlined above. Note that work presented during in-progress critiques will be factored into the final grade for those projects. Therefore, the final grade for each project includes not only the final, formal critique, but also work leading up to that critique. Failure to adequately participate in work-in-progress critiques will result in a grade penalty for that project.

PUNCTUALITY, ATTENDANCE, AND OTHER CRITERIA

The following attendance standards refer to online participation. Because of the current crises, absences from any face-to-face classes will NOT factor into the attendance policy. However, absences from online classes will be counted.

1. Students are expected to finish projects by the deadlines set. Work turned in after class critiques is considered late and will be graded accordingly. A letter grade will be deducted for each day that an assignment is overdue. One half a grade point will be deducted for work that is late for critique. See the note below regarding punctuality.
Participation in critiques is mandatory. A letter grade will be deducted for failing to attend in the critique. Even if the work is not ready, it is to your benefit to attend the critique.
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.
2. Each student is permitted three absences during the semester without penalty. Students with more than three class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Absences after the first three can be excused only if the first three absences are excused.

The 4th unexcused absence in the course of a semester will lower final grade by one letter. Five unexcused absences will result in a failing grade for the course. Tardiness constitutes one half of an absence. The student is responsible for any information missed while away from class. Attending class but not working in class, and early departure from a class are all regarded as being absent. Participation in all brainstorming, group discussions and critiques is the nature of a studio class. It cannot be made up or substituted.

Two unexcused late arrivals equals one unexcused absence. 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.

Illness, personal, or family emergencies constitute grounds for excused absences or tardiness. Written documentation is required for excused absences or tardiness.

If it is necessary to leave class early, consult with the instructor before class begins.

3. Individual consultation with the instructor is always welcome. Students are encouraged to discuss with the instructor progress of their projects. If the instructor is unavailable, correspond via e-mail.

A note about punctuality

The tardiness policy is clear. Two unexcused late arrivals equal one unexcused absence. Four unexcused absences result in the loss of one letter grade for the semester.

This policy applies during critiques as well as throughout the normal class schedule. However, be aware that during a critique, an additional lateness penalty applies. Any work introduced after the critique has begun will be regarded as late. One half-letter grade (1/2 a grade point) will be deducted from the grade earned for that assignment.

A few minutes is always allowed at the beginning of the critique period for last minute adjustments, etc. It is a time to catch your breath, gather your thoughts. However, once the critique has begun, it should not be interrupted. Tardiness at any time is disruptive, unprofessional, and discourteous. This is even more pertinent during critique. Late work is unfair to those whose work is ready on time, and late work disrupts the critique process, as the entire class must now consider work that it has not had the opportunity to review.

Punctuality is especially critical during client presentations. In practice, designers who are late or miss client meetings tend to have very short careers.

Note that this policy applies to *unexcused* absence or tardiness. As a rule, only personal or family emergencies constitute a valid excuse for absence or tardiness. Remember that excuses should be documented.

COURSE PARTICIPATION:

Participation in all discussions, critiques, and class days is required for this course.

Development and execution of class projects must be accomplished during and outside of class meetings. However, projects executed *solely* outside of class will not be accepted. In other words, significant progress on all projects must be accomplished during class meetings.

Participation in the collaborative group environment of the studio is essential, even in an online environment.

LATE ASSIGNMENTS AND MAKE-UP WORK

Late assignments and make-up work are only afforded in the case of excused absences by arrangement and approval of the instructor. Because of the course focus on client work and preset deadlines, make-up work may not be presented to the client, and may require alternative assignments.

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 an understanding of professional standards, no designer, no matter how skilled, is likely to succeed.

Note that most entries below apply to both F2F and Online classes. However, some entries refer to face-to-face (F2F) classes only.

- 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.
- During online classes, be sure to be online viewable. Remember to enable your cameras. It is difficult to participate in a collaborative environment while invisible to your colleagues.
- During online classes, remember to mute your microphones when you are not speaking. This helps to prevent feedback that distorts audio quality.
- 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 should be limited to work on projects assigned in this course. Work on projects assigned in other courses, without permission, will be treated as an absence.
- **F2F only:** 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).

- **F2F only:** 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, and will be treated as an absence.
- Surfing, unless it is related to research for a class project, will be treated as an absence.
- The use of personal entertainment devices equipped with headphones or ear buds is *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. During online classes, this should not be an issue, (your microphone will be muted when you are not speaking).
- The use of personal entertainment devices equipped with headphones or ear buds is *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 University policy concerning scholastic integrity below.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Face-to-face Hybrid Course Syllabus Additional Language:

Student Responsibilities

- Wear a mask at all times.
- Maintain 6 feet of separation at all times, including when conferencing with other students.
- Follow signage indicating specific entry and exit doors and pathways.
- Do not cluster in groups and keep hallways open.
- Wash hands and/or apply hand sanitizer prior to entering classroom and after leaving a classroom. Do not touch your face until you can wash hands.
- Use an alcohol wipe, provided outside of classrooms, to sanitize the area where you will be sitting.
- Follow faculty protocols for leaving and re-entering the classroom during the lecture.

Scholastic Integrity: Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one's own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the **Office of Student Conduct and Conflict Resolution (OSCCR)** for possible disciplinary action. To learn more, please visit **HOOP: Student Conduct and Discipline**.

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.

Plagiarism Detecting Software: Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

CLASS RECORDINGS

The use of recordings will enable you to have access to class lectures, group discussions, and so on in the event you miss a synchronous or in-person class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

MATERIALS, PERSONAL EQUIPMENT, AND TECHNOLOGY REQUIREMENTS

Students taking **ARTG 4316 Graphic Design 6** will need access to certain hardware and software and some basic equipment in order to successfully complete this course.

- Students will need internet access for remote learning. You will need to log on to one of the approved UTEP remote learning platforms such as Blackboard Collaborate, Microsoft Teams or Zoom. **Note: assignment and other information will be provided via Blackboard or UTEP e-mail. Classes will be conducted online using Zoom. You will be invited to attend Zoom sessions. Check your UTEP email account for Zoom invitations.**
- Students will need a computer capable of using Adobe Creative Cloud software. If you do not have a computer, the UTEP Library has laptop PC computers available, in addition to a limited number of Mac laptops.
- **Students will need access to Adobe Creative Cloud:** The Adobe Creative Cloud program collection will be available to students of this course provided by the University at no additional cost. If you have not already done so, please check your UTEP e-mail account and look for an e-mail with the Subject Line "Access is Granted. Enjoy Creative Cloud All Apps now." If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance.
- Access to a good quality scanner. The UTEP Library Collaborative Learning Center has Epsom Scanners available. Also, new smart phone technology has excellent scanning potential.
- External backup drive (at least one TB external storage is recommended) and portable storage (USB flash drive) to store your digital files. Always back up your files.
- In addition to the above, students will need to purchase traditional art supplies such as sketch pads, layout pads, good quality black markers, pencils, etc.

Recommended art supplies:

Many of the items listed are not required for online courses. However, these may come in handy for future coursework, as well as your own personal work.

It's a good idea for any practicing graphic designer to maintain a home studio including a sturdy drawing table, taboret, light box, and 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, mat knife, utility knife, spare blades, adhesives, and mounting boards, etc. Note that all aerosol spray adhesives and fixatives must be used in a well-ventilated area, preferably a "spray booth" if possible.

A sturdy portfolio case suitable for presenting 12 – 20 projects.

100 sheet box of Epson 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. It may also be available locally at office and art supply stores. NOTE: not required this semester for GD6.

Shop around. Most of the items listed are available at local art supply stores such as Art Center, Hobby Lobby, and Michael's, and on-line through outlets such as amazon.com, Blick Art Materials, 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.

RECOMMENDED READING:

Subscription to some of the major graphic design publications such as Communication Arts and Print (now available online only). (check their websites for student discounts).

E-MAIL SUBSCRIPTION: Please subscribe to receive "The Daily Heller", a column written by Steven Heller to whatever e-mail address you actually check daily (this should be your UTEP e-mail address. Make sure your UTEP mailbox is cleaned out so that you can receive this and other emails). Steven Heller has been writing for PRINT magazine since 1982. He is the co-chair of the MFA Designer as author program at the School of Visual Arts. For 33 years, he was an art director at The New York Times. He has authored or contributed to more than 100 books on design and popular culture.

I will provide additional website addresses and information as they become known to me, and invite you to share sites you have discovered online.

Additional recommended reading:

- Robert Bringhurst, *The Elements of Typographic Style*, Fourth Edition, Hartley and Marks, Publishers, 2016 — a detailed examination of the rules of typesetting, page layout, and printing. This book is technically demanding but highly readable.
- Simon Garfield, *Just My Type*, Gotham Books, 2010. An entertaining look at the origins and rationale of type design.
- Ellen Lupton, *Thinking with Type*, Second Edition, Princeton Architectural Press, 2010 — a very concise, helpful guide to typographic practice.

Also consider: *Graphics Master 8 - The workbook of Graphic Arts Reference Guides*, by Dean Phillip Lem (available online from Amazon and others.) This handy reference guide is chock full of tools and information essential for the graphic designer.

UTEP RESOURCES.

The following resources may be helpful. Note that not all apply to graphic design.

Technology Support

- **Helpdesk:** Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- **UTEP Library:** Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- **Artstor:** available on the UTEP Library database.
- **University Writing Center (UWC):** Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- **Math Tutoring Center (MaRCS):** Ask a tutor for help and explore other available math resources.
- **History Tutoring Center (HTC):** Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- **RefWorks:** A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.

Individual Resources

- **Military Student Success Center:** Assists personnel in any branch of service to reach their educational goals.
- **Center for Accommodations and Support Services:** Assists students with ADA-related accommodations for coursework, housing, and internships.
- **Counseling and Psychological Services:** Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, 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**.

COVID-19 Accommodations

Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. If you are not permitted on campus, you should contact me as soon as possible so we can arrange necessary and appropriate accommodations.

(classes with on-campus meetings) Students who are considered high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact **Center for Accommodations and Support Services** (CASS) to discuss temporary accommodations for on-campus courses and activities.

Covid-19 Precautions

You must STAY AT HOME and REPORT if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you attend campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection.

Wear face coverings when in common areas of campus or when others are present. You must wear a face covering over your nose and mouth at all times in this class. If you choose not to wear a face covering, you may not enter the classroom. If you remove your face covering, you will be asked to put it on or leave the classroom. Students who refuse to wear a face covering and follow preventive COVID-19 guidelines will be dismissed from the class and will be subject to disciplinary action according to Section 1.2.3 *Health and Safety* and Section 1.2.2.5 *Disruptions* in the UTEP Handbook of Operating Procedures.

(classes with on-campus meetings) Please note that if COVID-19 conditions deteriorate in the City of El Paso, all course and lab activities may be transitioned to remote delivery.

COURSE CALENDAR Spring 2021: to be determined pending client availability.

Because projects in this course depend upon actual client availability and requirements, it is not possible to provide a complete and accurate schedule for critiques and client deadlines. Just as in actual design practice, expect last minute schedule changes and project adjustments. Also understand that projects may overlap; in other words, expect to work on more than one project at a time.

GD6, Practicum, is a project-based course contingent entirely on client needs and expectations, as stated above in the course description. Clients are drawn from both on- and off-campus non-profit organizations. All work is pro-bono, although students are sometimes compensated for extra-curricular work. Because of the nature of the course, the schedule is entirely dependent on client needs. Actual dates will depend on the difficulty and scope of client work.

Again, ALL dates are provisional pending actual client instructions to come.

Week 1

Wednesday, January 20. Course introduction. Discussion: syllabus, general outline of course expectations. Assignment 1 discussed. Before the next class, review the information provided, begin research, learn as much about the assignment topic as possible.

Week 2

Monday, January 25. Project 1: Coordinated promotional materials for the Center Against Sexual and Family Violence, (CASFV). The campaign is scheduled for April, 2021. A client meeting has been tentatively scheduled for this date or for January 27, pending confirmation from the client.

Project discussion will be held before or after the client meeting, or on the alternative date, depending on length of client meeting.

Wednesday, January 27. See note for Jan. 25. Begin developing ideas. Before the next class refine your ideas and have thumbnails or rough layouts to discuss.

Week 3

Monday, February 1. Project 1 continued. Have thumbnails or roughs ready to discuss.

Wednesday, February 3. Continue developing ideas. Discussion: coordinated promotional graphics and how context informs the design process. At this stage you will have developed an overall campaign concept and are ready to apply to campaign materials.

Week 4

Monday, February 8. Work-in-progress critique (WIP Crit), project 1.

Wednesday, February 10. Fine tune designs, revising if necessary according to feedback from WIP Crit.

Week 5

Monday, February 15. Critique, project 1. This date may be moved forward or back, depending on project scope. Discussion, project 2, pending client availability. Before next class, research client objectives for this potential project.

Wednesday, February 17. Discussion, project 2. Begin developing ideas for this project.

Week 6

Monday, February 24. Project 2, continued. Tentative discussion: understanding client needs, coordinating creative process with the client, (getting the client to “buy-in” to the project.

Wednesday, February 26. Project 2, continued.

Week 7

Monday, March 1. Project 2, continued. WIP Crit tentatively scheduled, depending on project.

Wednesday, March 3. Project 2, continued.

Week 8

Mon., March 8. Project 2 critique tentatively scheduled.

Wed., March 11. Discussion of project 3, pending availability.

Week 9

Mon., March 15. Spring Break. Continue research and concept development for project 2 or 3..

Wed., March 17. Spring Break. By now you should have several tight roughs available for discussion when you return.

Week 10

Mon., March 22. Work-in-progress critique.

Wed., March 24. Project 3 continued.

Week 11

Mon., March 29. Project 3 continued.

Wed., March 31. Project 3 continued.

Week 12

Mon., April 5. Final class meeting before critique. Be ready to prepare your files as pdfs and jpgs. These will be uploaded to Blackboard or sent via your UTEP email account.

Wed., April 7. Critique, Project 3, Tentative schedule

Project 4, Discussed.

Week 13

Mon., April 12. Project 4, CASFV coordinated promotional campaign for October, 2021. Client meeting will be scheduled as necessary. Details to come.

Wed., April 14. Project 4, continued.

Week 14

Mon., April 19. Project 4, by now you should have developed several rough ideas ready for discussion. Continue to develop ideas for tight comprehensive layouts for Monday's WIP Crit.

Wed., April 21. Project 4, work-in-progress critique.

Week 15

Mon., April 26. Have semi-comps ready to discuss, including any revisions suggested during the previous work-in-progress critique.

Wed., April 28. Project 4, continued.

Week 16

Mon., May 3. Final meeting before critique. Finish formatting your designs.

Wed., May 6. Critique, Project 4.

Week 17, Finals

Mon., May 10. Final, 1:00 to 3:45 pm. On-line attendance is mandatory.

APPENDIX: Additional Covid-19 Information

Health and Safety Syllabus Section – To Be Included on ALL UTEP Courses

When Faculty, Staff and Students are Required to Stay Home

All faculty, staff and students are required to STAY HOME if they:

- (1) test positive for COVID-19,
- (2) are experiencing symptoms related to COVID-19, or
- (3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an "exposed person" as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days *before* the COVID-19 positive individual's first positive test and *until* that same individual meets the criteria for discontinuing home isolation.

When Faculty, Staff and Students Must Self-Report

staff and students must REPORT if they:

- (1) test positive for COVID-19,
- (2) are experiencing symptoms related to COVID-19, or
- (3) were exposed to any individual who tested positive for COVID-19 within the last two weeks.

The CDC defines an "exposed person" as anyone who has had close contact (less than 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The close contact with a COVID-19 positive individual must also have occurred within a specific window: 2 days *before* the COVID-19 positive individual's first positive test and *until* that same individual meets the criteria for discontinuing home isolation.

How to Self-Report

To make sure reports are tracked accurately, self-reports must be made to screening.utep.edu. Self-reporting will allow the University to provide guidance on how to prevent exposure to others, and provide the criteria and procedures required for returning to campus when appropriate. Information will be safeguarded and used only for supporting you and determining exposure of other faculty, staff and students.

What Faculty, Staff and Students Must Do Before Coming to Campus

The web link, screening.utep.edu, which can be saved to a home screen on Apple or Android devices, includes daily screening questions.

All faculty, staff and students will use this link each day before coming to the UTEP campus. Upon completion of the daily screening questions, the page will tell them whether they are clear to proceed to campus or not. Using this tool will automatically send an email to your supervisor letting them know that you are or are not coming to work. If you report COVID-19 symptoms, the system also automatically reports to UTEP Environment, Health & Safety who will reach out to you directly with further instructions.

Faculty, staff and student should comply with these instructions and any subsequent guidance that may be provided by Environmental Health & Safety (EH&S), Human Resources, the Dean of Students, or other university officials.

What to Do When on Campus

Each of us helps to build our collective commitment to use best health practices all the time.

Getting the basics right is the most important thing each of us can do to protect ourselves and each other.

It is everyone's responsibility to help keep our campus safe by following best practices when on campus, especially faculty, staff, and student leaders who are important role models. All faculty, staff, and students are required to

- Wear face coverings when in common areas of campus or when others are present,
- Maintain a minimum separation of six (6) feet between yourself and others, when possible, and arrange spaces to make this possible in almost all circumstances,
- Adhere to room/space limitations on number of occupants, and
- Wash hands frequently.

Syllabus Statement Regarding COVID-19 Accommodations:

Students who use the screening application to report a positive COVID test, exposure or symptoms will not be allowed on campus and may need accommodations. If this occurs, you should contact your instructor as soon as possible so necessary accommodations can be made. If necessary please contact the Dean of Students' Office and the Center for Accommodation and Support Services (CASS), to help provide reasonable accommodations.

Compliance

Because everyone's cooperation is needed to help prevent the spread of disease, repeated refusal to comply with this policy will be referred to the appropriate University official (Provost for faculty, Human Resources for staff, and Dean of Students for students) and may result in disciplinary action.

F2F Hybrid Course Syllabus Additional Language:

Student Responsibilities (these should be mentioned in syllabus)

- Wear a mask at all times.
- Maintain 6 feet of separation at all times, including when conferencing with other students.
- Follow signage indicating specific entry and exit doors and pathways.
- Do not cluster in groups and keep hallways open.
- Wash hands and/or apply hand sanitizer prior to entering classroom and after leaving a classroom. Do not touch your face until you can wash hands.
- Use an alcohol wipe, provided outside of classrooms, to sanitize the area where you will be sitting.

- Follow faculty protocols for leaving and re-entering the classroom during the lecture.

Syllabus Statement Regarding COVID-19 Accommodations:

Students who are considered high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact CASS to discuss temporary accommodations for on-campus courses and activities.

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 4316 Graphic Design 6 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 #- 01 Semester Date – Spring 2021

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____