

ARTG 4346-001 GRAPHIC DESIGN 9, PORTFOLIO, SPRING 2021

Course title	Graphic Design 9, Portfolio
Course prefix and number	ARTG 4346, Section 001, CRN 21596
Course meeting location	Fox Fine Arts A, lab/studio 349B/353 and Online*
Course meeting times	Tue/Thur – 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
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 14. 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. 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, Gaphis 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, a marketing and communications firm in El Paso, Texas. 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 4346 Graphic Design 9, Portfolio

This course is designed to provide an understanding of what constitutes a thorough, comprehensive, portfolio appropriate to contemporary graphic design practice. It will emphasize, through assigned projects, the kind of work incorporated in a graphic designer's portfolio, as well as portfolio assembly, presentation skills, and an awareness of client or audience expectations.

Delivery: The course is a lecture/lab format. Lecture will consist of discussion, demonstration, case studies, and appropriate examples. Critique evaluations are an important part of the delivery process. Selected readings, where appropriate, will be provided. **Note that until further notice, class meetings will be held online. Face to face class meetings will resume when it is deemed safe to do so.**

This course will require significant additional work outside of class. Students should anticipate spending approximately five hours and 40 minutes in class per week and an average of six or more additional hours outside of class per week to satisfactorily complete the assigned project requirements.

Note that because this class is offered as a hybrid course, some classes *may* be split, with half meeting on Tuesdays and half on Thursdays. When and if that is the case, use the additional time to work on assigned projects. Do not expect to meet in the lab. As noted above, F2F class meetings will be for demonstrations, case studies, portfolio reviews, etc., and will be held in Studio Art A 353, *only* when it is considered safe to do so. According to University distancing protocols, no more than nine persons will be allowed entry at any one time. Otherwise, expect all classes to meet online until further notice.

COURSE PREREQUISITE INFORMATION

Prerequisite for **ARTG 4346 Graphic Design 9** is ARTG 4306 Graphic Design 5, with a grade of C or better. Students are assumed to have a fundamental understanding of the elements of design, including composition, color, style, typography, and content, and should possess a working knowledge of Adobe Photoshop, Illustrator, and InDesign software programs. Additionally, students are expected to have fundamental drawing skills and a basic survey knowledge of Art History. These skill 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

Objective: As the name suggests, the primary objective of Portfolio Design is the successful assembly of a graphic design portfolio suitable for presentation. Contents of this portfolio will consist of work done in this and other graphic design courses. Personal work may be included, but all contents must reflect work appropriate to graphic design, (note that this may include illustration or photography, as understood in the context of graphic design.)

A secondary objective is to develop an awareness of the designer's role in the marketplace, including his or her responsibility to client objectives, audience expectations, the importance of organizing and communicating information, and the reconciliation of these responsibilities with the designer's personal creative vision.

During the current COVID emergency, portfolio assembly will be digital. Instructions will be provided for digital presentation.

LEARNING OUTCOMES

Students who complete this course will have a completed, representative portfolio ready for presentation, an understanding of basic presentation skills, exposure to contemporary design practice, and the understanding that every portfolio is a work in progress and must be continually updated throughout the designer's career.

ASSIGNMENTS

Work required for Graphic Design 9 is divided into three sections.

Section one includes two assignments, each is valued at 25% of the final grade, (total 50% of final grade):

Section one includes project work designed to reinforce or supplement your portfolio. These projects will replicate, as much as possible, the type of assignments encountered by a working designer in a typical graphic design practice. At the same time, projects are selected to provide creative freedom; the goal is to provide an opportunity for the designer to demonstrate his or her individual design strengths, creating work appropriate for his or her portfolio.

Assignments for this section are client based. Several options will be provided, including a list of hypothetical "clients" and client descriptions. Work for each of these clients will include an identity campaign comprised of a logo design and supporting collateral material, including business stationery and a graphic standards guide. Each "client" will require specific project work, which may range from package design to promotional campaigns. Again, options will be provided, providing opportunities for the designer to demonstrate specific skill sets. Designers are expected to select those options that enhance their overall portfolio presentation. Section one accounts for 50% of the overall course grade.

1. Identity program materials, including:

- a. Trademark/logo design for a hypothetical client. Design will be executed in one color (black) and multi-color versions, and reverse (white on black).
- b. Stationery system, to include standard business stationery: letterhead, second sheet, envelope, business card, and Monarch size memo and envelope.
- c. Graphic standards guide or manual, to include basic instructions for logo application.

Examples will be provided and discussed.

2. Client project.

Apply the identity design developed in the first assignment to a project for the hypothetical client you have chosen. Options will be provided, or you may suggest a project appropriate to your client. Project options range from package design, promotional campaigns, catalogues, annual reports, and more, or some combination of these. Choose the option that is most appropriate for your individual portfolio. Look for options that best demonstrate your skills, or provide a challenge to help you further develop your skills.

Timeline and other details for the assignments in section one will be provided on individual assignment information.

Section two includes two assignments, each is valued at 25% of the final grade:

1. Self-promotional materials, including:

- a. Design and execution of your personal logo. Note this logo should be a new design, made specifically for this course, NOT an existing design completed in an earlier course. Consider that your personal logo should reflect your professional identity as a graphic designer. At this stage your identity as a graphic designer should reflect a mature, polished, approach to the profession. Your logo will be used on your résumé, cover letter, and personal stationery.
- b. Design and execution of a personal stationery system, to include letterhead, envelope, and business cards. All elements will include your personal logo. Stationery elements will adhere to standard U.S. business sizes: Letterhead is 8.5 by 11 inches, envelope is 9.5 by 4.125 inches (#10 business envelope), business card is either 2 by 3.5 inches vertical or 3.5 by 2 inches horizontal. Remember that you can include designs on both sides (front and back) of these elements if necessary. It's up to you.
- c. Résumé to coordinate with personal stationery system. Examples will be provided. Do not download any of the popular résumé template designs; design your own, to coordinate with your stationery design.
- d. Cover letter, printed on personal stationery. Example will be provided. Essentially, your cover letter is an interview request to a potential employer. You will be asking for the opportunity to interview and show your portfolio.
- e. Statement of design philosophy. This is a separate item, using your personal logo, and should coordinate with your stationery system.

2. Design and assembly of a virtual/digital presentation portfolio, to include at least 12 to 20 examples/projects. The portfolio will include your personal logo, but this is for identification purposes and does not count toward the project examples.

Your Spring, 2021, portfolio will be submitted in a digital format, uploaded to Blackboard, or emailed to me. Final portfolio review requires two forms: 1) Slide presentation in either PowerPoint or Keynote. Keynote is a Mac OS software program, easy to use, but PowerPoint, while not as intuitive as Keynote, is more universally accepted. Potential employers are more likely to use PowerPoint. I recommend PowerPoint for this reason. You can create captions and section headers in either application. 2) Work included in your slide presentation will also be submitted as individual jpgs (not pdfs) in a separate folder. You will need to create jpgs of your work to include in your slide presentation anyway. Jpgs should be saved at no smaller than 150 pixels per inch. These jpgs will be saved as part of the Department's graphic design archives.

Strive to build a portfolio that is relevant and practical, and presents your work in a clear, coordinated, neat, and organized manner. Remember that any portfolio must be user-friendly, should communicate your work clearly, and should demonstrate your strengths as a designer.

In addition to the above, you are encouraged to develop an online presence. This is not required for this course, but will be very helpful to you in your career. If you take or have taken GD8, then you will have already developed your own website. Also, website templates are available on Behance, Square Space, Wix, and other venues. These sites usually charge a fee for their services, but it seems like a good investment in your career.

You are also encouraged to develop a traditional physical presentation portfolio. Again, not required for this course at this time.

Be aware that a traditional physical presentation portfolio can take different forms. Typically, work is curated, then printed and mounted on presentation boards, then presented in a folder or presentation case. However, other formats are available. Designers frequently create their own cases, or design a portfolio booklet; there is no single, correct way to build a portfolio, (although there are many incorrect ways). Every designer should maintain a traditional portfolio in addition to their digital portfolio. Again, a physical presentation portfolio is *not* required for this course for the Spring 2021 semester.

Timeline and other details for the assignments in section one will be provided on individual assignment information via email or Blackboard.

Section three consists of participation in a group portfolio exhibition. Currently, during the COVID crises, the expected venue for the Spring, 2021 semester Portfolio Exhibition will be virtual, posted to the Department of Art website. Formatting and other details will be provided. The IT staff at LACIT will provide details on sizes, resolution, etc.

Please note that if the crises is resolved, that is, if it is considered safe to do so, a physical exhibition *may* be held in the Glass Gallery. A physical exhibition could supplement the virtual exhibition, *only* if it is considered safe to do so and if distancing, masking, and other precautions are observed. As of January, 2021, such an event seems unlikely. Also, a public reception is not allowed during this time.

Note that the graphic design labs will be closed until further notice. Therefore, printing and assembly of exhibition materials is not possible using GD Lab printers or the GD Lab plotter.

For the virtual exhibition, individual designers will include a representative sampling of work, the number of pieces to be determined according to consensus among participants. Be aware that work shown may be duplicated in your portfolio, and may also be submitted to other exhibition opportunities, (such as the UTEP Annual Student Exhibition held every spring). To see the Fall 2020 Portfolio Exhibition, visit the DO Art website.

Success of the portfolio exhibit requires the cooperation and participation of all portfolio students. Participants will plan, organize, design, and promote the exhibition as a cooperative effort. For previous events, portfolio students have developed a theme for the exhibition, (e.g.: Fall 2020 was “Level Up”, Spring 2020 was “Negative Space”, Fall 2019 was “Yards of Time”). The theme is a good way to begin promoting the event. All previous groups have developed a logo which is then applied to posters, mailers, etc. Exhibitions have been promoted on various community arts calendars, in the Prospector, on radio and television arts programs, and other venues. Events have also been promoted on Facebook and Instagram. Due to the Covid crises, an in-person, face-to-face event, as in the past, is not possible, so a virtual exhibition is a viable alternative. On the plus side, the group will not be required to physically mount and then dismantle their work.

Note that although work included in this exhibit will not be considered toward the final course grade, the level of individual participation in the exhibit may influence the grade, (for example, a B+ may be elevated to an A). Individual work will be evaluated as part of UTEP’s mandatory Projected Learning Outcomes.

Refer to the assignment sheet and course calendar, to be provided separately, for deadline and other information for sections 1, 2, and 3. Please note that previous exhibitions have taken place during the last week of classes, lasting through Finals Week. The projected opening for this event is May 6, the last day of classes.

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.

Also, your portfolio, when submitted for final evaluation, must also contain clear identification.

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). Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W.
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 faculty member of record will issue a grade of either W or F.

Graphic Design 9 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 and the finished portfolio combined, based on the percentages provided on the assignment specifications provided. Evaluation criteria:

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 a significant role, especially in preparing work for portfolio. The care and concern shown in preparing work for presentation can determine the success or failure of the project.
2. The final portfolio is evaluated according to organization, consistency, neatness, thoroughness, clarity, and general quality of content. The personal stationery, cover letter, designer's statement, and résumé are evaluated according to these same criteria, and also according to design and execution criteria indicated above, in paragraph 1.
3. Participation in the Portfolio Exhibition will not directly factor into the overall grade. However, as noted above, the level of participation *may influence* the final grade, according to the same criteria listed in paragraph 4, below. Accordingly, the quality of the work presented, organization, neatness, and clarity of presentation, and overall participation and cooperation with the other participants may

influence the grade. In addition, this exhibit will be subject to a Projected Learning Outcomes evaluation for the University.

4. 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. Failure to adequately participate in work-in-progress critiques will result in a letter grade penalty for that project. Therefore the final grade for each project includes not only the final, formal critique, but also work leading up to that critique.

Critiques are an essential part of the evaluation process. Everyone is expected to participate in critique of their own work and the work of others. All assignments, except for the final portfolio evaluation, will be subject to the above criteria during critique and post-critique evaluation by the instructor. The final portfolio will be submitted at the end of the semester at the date indicated on the calendar to be provided. Although not subject to classroom critique, it will be evaluated, by the instructor, according to the criteria indicated in paragraph 2, above.

Important note regarding critiques and prompt submission of work

A letter grade will be deducted for each day that an assignment is overdue. One-half letter grade, (1/2 a grade point), will be deducted for any work introduced after the critique has begun.

Attendance at all critiques is mandatory. A letter grade will be deducted for failing to attend a critique, (In other words, if the work is not ready, *and* you skip the critique, you have lost two letter grades. As Woody Allen once observed, 90% of success is just showing up.) If extenuating circumstances prevent attendance or the punctual presentation of work, a written explanation is required.

A few minutes are always allowed at the beginning of the critique period for last-minute adjustments, etc. This is a time to catch your breath, gather your thoughts, etc. 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 it disrupts the critique process, as the entire class must now consider work that it has not had the opportunity to review.

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

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:

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.

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 equal 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.

COURSE PARTICIPATION:

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

Expect to spend *at least* six hours weekly outside of the scheduled class time for the successful completion of class projects. However, projects executed solely out of class will not be accepted. The use of class time to work on outside projects is not permitted, and will be counted as an absence.

Participation in the collaborative group environment of the studio is essential to the completion of this course. However, current circumstances prevent in-studio participation, so our collaborative group environment will be online only.

Note that lab hours have been suspended for the duration of the current crises.

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.

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 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, 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.
- **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 4346 Graphic Design 9** 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 email. 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, matte 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 GD9.

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.

COURSE CALENDAR Fall, 2020: to be provided as part of assignment information.

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, (These apply to on-campus, F2F class meetings)

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.

TIMELINE/CALENDAR, SPRING 2021

Provisional, subject to change if necessary

Week 1

Tuesday, January 19

Course introduction. Discussion: syllabus, general outline of projects including Portfolio Exhibition.

Thursday, January 21

Client list and assignment options provided. Discussion, Identity design. Over the weekend, review client list. Select the client whose projects best suit your portfolio. Begin research and concept phase.

Reminder: Now is the time to begin meeting/organizing the portfolio exhibition. Plan on when to meet outside of class, and how to delegate responsibilities.

Week 2

Tuesday, January 26

Class will not meet. Use this time to research the client list provided, determine which hypothetical client best suits your needs. In other words, how can work for this client supplement your portfolio.

Thursday, January 28

Identity Design, continued. Discussion, the importance of graphic standards as applied to visual identity. Syllabus agreement is due at this time.

Before next class, continue working on Project 1, Identity Design. By now you should be working on rough layouts.

Week 3

Tuesday, February 2

Identity Design, continued. Discussion, color systems and application. How color works as applied to visual identity. **Reminder:** by now you should be meeting to plan the exhibition.

Thursday, February 4

Continue working on Project 1, Identity Design, research and concepts. Before next class, have *at least* six alternative layouts ready to show for work-in-progress critique.

Week 4

Tuesday February 9

Work-in-progress critique. Have *at least* six alternative layouts ready to discuss. Note that these should represent distinctly different approaches, not merely variations on a theme.

Thursday, February 11

Identity Design, continued. Discussion, standards guide examples. Be prepared to show progress on your standards guide.

Week 5

Tuesday, February 16

Identity Design, continued. Discussion, stationery design and the importance of paper selection.

Thursday, February 18

Last meeting before critique. Be ready to print, mount, and assemble your work.

Friday, February 21

Graduating seniors' applications due at UTEP's Registration and Records Office.

Week 6

Tuesday, February 23

Critique. Project 1: logo design, standards guide, and stationery.

Begin working on Project 2, Client Project. See client descriptions for options.

Thursday, February 25

Project 2, client project. Discussion, options for client projects.

The importance of research related to client projects. Discussion, package design. Before next class, compose a proposal for your client project. This should be concise, no more than a paragraph discussing your ideas for the project, (packaging, advertising, booklets and catalogues, etc.). Consider the options suggested, or develop your own option appropriate for your portfolio.

Week 7

Tuesday, March 2

Written proposals for client projects are due. Time permitting, review packaging examples.

Continue concept and research for your client project.

Thursday, March 4

Work day. Be developing ideas and concepts appropriate for your client project. Before next class, begin rough layouts, develop thumbnails/roughs to show before next class.

Week 8

Tuesday, March 9

Project 2. Have rough ideas and thumbnails ready to show and discuss.

Thursday, March 12

Project 2 continued. Work-in-progress review. Have mock-ups and plans ready for review. Be able to provide a general outline of projected work.

Week 9

Tuesday, March 16

Spring Break. Begin gathering portfolio materials, if you have not done so already.

Thursday, March 18

Spring Break. Before next class, have work ready for project 2 work-in-progress critique.

Week 10**Tuesday, March 23**

Project 2 continued. Work-in-progress critique.

Thursday, March 25

Project 2, last class before critique. By now, you should be ready to assemble your work.

Week 11**Tuesday, March 30**

Critique, Project 2. Begin Project 3, personal logo, personal stationery, résumé, cover letter, and designer's statement.

Thursday, April 1. Course drop deadline.

Discussion, projects 3 and 4: personal logo design. Examples of résumé, cover letter, and designer's statement will be provided.

Week 12**Tuesday, April 7**

Discussion: Portfolio presentation techniques. How to format your portfolio for online presentation.

Traditional presentation techniques will be discussed, time permitting.

Thursday, April 9

Project 3, continued. By now you should be composing your cover letter and résumé. Examples will be provided. **Reminder:** Portfolio exhibition reception is one month away. Promotional materials should be ready to produce, public relations efforts (contact on and off campus news outlets) should be in place.

Week 13**Tuesday, April 14**

Demonstration, portfolio design. Several examples of portfolios will be shown.

Thursday, April 16

Work-in-progress critique, mini-portfolio/personal logo. Concentrate on gathering and photographing your work as necessary.

Week 14**Tuesday, April 21**

Project 3. Last class meeting before project 3 critique.

Thursday, April 23

Critique, Project 3, personal logo, personal stationery, résumé, cover letter, and designer's statement.

Week 15**Tuesday, April 28**

Project 4, portfolio. By now you should have narrowed down your choices and are ready to assemble your work. As you curate your work, consider which examples to include in the portfolio exhibition.

Thursday, April 30

Discussion, have questions ready for discussion regarding your portfolio. Before next class, curate and format work to be included in the online portfolio exhibition.

Week 16**Monday, May 4**

Portfolio exhibition. By now you should have submitted work to

Tuesday, May 5

Project 4, trouble-shooting your portfolio. FAQs regarding portfolio presentation.

Note, time permitting, assemble materials for your portfolio and/or the portfolio exhibition.

Thursday, May 7

Last class meeting before finals, last chance for questions or to review portfolios.

Portfolio Exhibition and Reception, day and time to be determined. In the past F2F exhibitions and receptions were held on the last day of classes. However, online exhibitions have been held at a later time. The reception can be a Zoom meeting. Because it is online, the exhibition can be for an extended period of time.

If the COVID crisis is resolved in time, an actual F2F exhibition in the Glass Gallery may be possible, but public receptions are not allowed in this space until further notice. So, plan on an online Exhibition and Reception.

WEEK 17, FINALS WEEK

Thursday, May 13, 1:00 to 3:45 pm. Final Portfolio Submission. Portfolio will be presented as a PowerPoint presentation or pdf. Be sure to include resume and cover letter in separate files, and include jpegs of your portfolio in a separate file. Don't forget to identify your portfolio, you can use your personal logo on the cover page. Attendance is required.

IDENTIFY YOUR WORK

All work submitted online must be clearly identified with the name of the designer in the file name. Naming protocols will be provided. If a project requires several elements, each must be individually identified.

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.*

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 4346 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 4346 Section #- 01 Semester Date – Spring, 2021

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____