

ARTG 2306

GRAPHIC DESIGN 1: COMPUTER GRAPHICS

HYBRID/ONLINE

Course Info

Course title: Graphic Design 1

Course meeting location: Liberal Arts Lab 405M

Course meeting times: MW 1:30 pm – 4:20 pm

Hybrid/Blackboard, Zoom, unless otherwise noted

Course Semester & Dates: Fall 2020

August 24 – December 3, 2020

Instructor Contact Info

Instructor name: Jacob Muñoz

Office #: Fox Fine Arts A348

Office hours: MW 12:00 pm – 1:00 pm

by appointment only–Collaborate/Zoom

Instructor email: jmunoz8@utep.edu

Academic Calendar/Fall 2020

Aug 24th–Fall classes begin

Aug 24-28th–Late Registration Period(Fees are incurred)

Sept 7th–Labor Day Holiday- University Closed

Sept 9th–Fall Census Day

Oct 2nd–Graduation application deadline for degree conferral

OCT 22nd–Midterm Fall 2020 Grades Due

Oct 30th–Fall Drop/Withdrawal Deadline

Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W.

The faculty member of record will issue a grade of either W or F.

Nov 26-27th–Thanksgiving Holiday - University Closed

Dec 3rd–Fall - last day of classes

Dec 4th–Dead Day

Dec 7-11th–Fall Final Exams

Dec 12-13th–Fall Commencement

Required COVID-19 Student Training Video

All students, regardless of where you are taking classes, are asked to watch a COVID-19 informational and training video no later than Aug. 19, 2020. Students can access the 6-minute training video at: covidtraining.questionpro.com

INSTRUCTOR INTRODUCTION

Your instructor for this course, Jacob Muñoz, has been designing for over a decade. He holds two degrees including a BFA from the University of Texas at El Paso with a major in Graphic Design and a minor in Drawing and his MFA from New Mexico State University majoring in Graphic Design. Prior to becoming an Instructor, Jacob Muñoz has designed for a number of Design Studios and Ad Agencies in the El Paso area. Apart from teaching, Muñoz has been an acting freelance designer for Substance, El Paso Chili Company, Ysleta del Sur Pueblo, and Tigua Inc. respectively.

COURSE DESCRIPTION

Graphic Design 1: Computer Graphics. This is an introduction to graphic, illustration, and page layout software on Apple computers. Students scan, generate, import, process, and combine images and text in black and white and in color. Industry standard desktop publishing software and imaging programs are used. The essential applications taught in this course are: **Adobe Illustrator, Adobe Photoshop, Adobe InDesign.**

Hybrid/ COVID-19: Because of our current situation with COVID-19, the class structure has changed based on a Hybrid system—I have decided that for the time being it will be wiser for us to commence the semester online. I am hoping that as things progress and we have less cases in the city, that we can spend some F2F time, but we have to stay vigilant and be smart about the pandemic. If we are allowed to be back on campus, reaching Medium Density, we can use the studios and labs.

COURSE PREREQUISITE INFORMATION

Course prerequisites include ARTF 1301, ARTF 1302, and ARTF 1304 each with a grade of “C” or better. Students are required to have a foundational understanding of the elements of design, the principles of composition, style, and content. Additionally, students must have developed fundamental drawing skills. These skills and knowledge sets are provided through the Department of Art’s Foundation Courses. Students are also required to have a working familiarity using a computer including: hard drive folder navigation for saving and retrieving documents, “cut and paste” and basic word processing.

COURSE OBJECTIVES

- Practical and real-world introductory experience using Illustrator, Photoshop, and InDesign.
- Development of improved visual communication skills as they relate to digital image making and graphic design.

COURSE OUTCOMES

- Experience and fundamental competency using Illustrator, Photoshop, and InDesign.

REQUIRED COURSE MATERIALS

- Lynda.com account, Sketch book, Pencils, Eraser, Ruler, USB or External Hard Drive

Monthly subscription to Lynda <https://www.lynda.com/> \$29.99 per month only need the subscription for the duration of the class.

Note: Access to the required software is available in the classroom lab and various campus labs: Library 3rd floor computer lab and Fox Fine Arts building 3rd floor Graphic Design lab during open lab hours (closed until further notice).

Notice: when using Adobe software in different labs across campus may result in unexpected results. Be sure that you are using the same version of Adobe CC that is installed in the computer lab LART 411.

ARTWORK DELIVERY

Students are to use Blackboard email and Projects (found on Bb Home page) to upload PDF files of your work. All correspondence for the course is through Bb email! When submitting in-progress work (sketches, ideas, etc.) will be saved as a PDF unless otherwise noted. ALL FINAL design work will be saved as a PDF and submitted to the Project in Blackboard for grading. Any projects submitted to my UTEP email will not be graded.

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

*LAST UPDATED: FALL 2020. SYLLABUS IS SUBJECT TO CHANGE WITH PRIOR NOTIFICATION.



** COVID-19 CONTINGENCY PLAN (OUTBREAK)

- Course will quickly move to full online environment using Blackboard at class meeting times.
- Attendance is mandatory for all meeting times, Instructor will post new Policies to Blackboard Announcement link.
- **When using Bb Collaborate (video conference tool) Students are required to have camera on when Instructor is addressing student/class.**

CONDUCT IN THE ONLINE CLASSROOM

The same guidelines followed in a face to face classroom should be followed in the online classroom plus specific rules required for an online environment. Please follow the rules of Netiquette stated on the last page of the syllabus. Also, refer to Student Expectations & Responsibilities. Persistent disruptive behavior may result in an inquiry conducted through the Office of the Dean of Students, disciplinary action, or failure of this course.

COURSE PARTICIPATION

- Participation in all discussions, in-progress critiques, and critiques on mandatory meeting days is required for this course.
- **Development and execution of class projects must be done on your own time, so time management is essential!**
- Participation in all mandatory meetings, in-progress critiques, and final (project) critiques is essential to the successful completion of this course.
- Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve. Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.
- The class will meet several days of the week (through Zoom/Bb Collaborate) to help facilitate works-in-progress, critiques, and answer any questions.
- **Zoom/Blackboard will be the online platform for students to engage with the**



REQUIRED SOFTWARE/HARDWARE

- **Computer with working camera/microphone, internet connection**
- **Adobe Creative Cloud 2020 (see note about *Adobe Creative Cloud)**

TECHNOLOGY REQUIREMENTS

Course content will be delivered for the most part via the Internet through email, Zoom and Blackboard. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser.

You will need to have access to a computer/laptop, scanner, a webcam, and a microphone. Mac computers are the industry standard computer systems in the field of Graphic Design, so I would recommend that if you were planning on buying your own computer that you invest on either the 15", or the 16" MacBook Pro. Make sure you get the Apple Education discount (<https://www.apple.com/us-hed/shop/back-to-school>).

***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 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.

You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk (helpdesk@utep.edu) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

GRADING CRITERIA

Graphic Design 1 Computer Graphics is designed around three modules. *Module topics include:

1. Illustrator (5-6 tasks)
2. Photoshop (4 tasks)
3. InDesign (3 tasks)

*Tasks/Assignments are subject to change

No assignment will be accepted after the assigned due date and time, with the exception of a documented serious personal illness or death in the immediate family. All assignments are submitted digitally via Blackboard. Students are required to verify that their submission has been uploaded correctly and will display accurately for evaluation purposes.

While working on the computer, students are encouraged to save all work early and often. Students are responsible for keeping a backup copy of all work files, separate from saving files on a single computer. Any work "lost" due to a lack of organization or any failure to save and backup files must be recreated by the student for delivery at the assigned due date and time.

Grading consequences for poor participation and performance not specifically related to the evaluation of assignments will be applied at the discretion of the instructor. A final letter grade will be assigned at the end of the term, based upon the total possible points according to the following scale:

A 90-100 Superior:

Represents outstanding work reflective of effort and performance of exceptional ability and absolute quality.

B 80-89.99 Above Average:

Represents effort and performance beyond expectations.

C 70-79.99 Average:

Represents adequate work that fulfills requirements and expectations.

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instructor.

- All correspondence will be through Blackboard email and only Bb email! All email sent to my UTEP email will not be answered.
- All final project files must be uploaded to the Project in Blackboard for grading.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. See the note concerning University policy below.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

STUDENT EXPECTATIONS & RESPONSIBILITIES

- You will log into Blackboard on a daily basis to complete course work, check for communication, and/or announcements.
- You will respect your learning environment, instructor, and classmates
- You will follow Netiquette guidelines
- You will exhibit appropriate and civil behavior at all times. Disorderly conduct will result in a possible referral to the Chair of the Art Department or the Dean of Students
- You will respect others' opinions even if you disagree with them.
- You will use respectful and proper language when communicating with your instructor and/or classmates.
- You will use proper communication skills in your writing
- Always use proper grammar, spelling, sentence structure and organization in your writing.
- You will take ownership of your learning experience. Grades are not given, they are earned.
- The effort you put forth in the course will determine your final grade.
- Your current course grade will always be available through My Grades on Blackboard.

If you are struggling in class, do not hesitate to contact me. Do not wait until the end of the term to ask for help.

D 60-69.99 Below Average:

Represents less than average performance and is considered underachieved. Credit given.

F Below 60 Unacceptable Performance:

No credit given.

I will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All "I" grades are at the discretion of the instructor, with the approval of the department chair and the dean.

W the withdrawal option must be completed on or before the final drop date (Oct. 30, 2020). 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.

Course Calendar: A detailed assignment and class calendar will be presented through Blackboard and project handout.

EVALUATION STANDARDS: CRITICAL THINKING AND PROBLEM SOLVING

- Students will use critical thinking skills to research and identify essential assignment related instruction (online books and videos), manage assignment development, and exhaustively work to solve problems they may encounter in advance of requesting instructor help.
- Students will follow assignment instructions and work to exceed basic requirements. (It is my experience that typically the greatest number of point deductions result from not following instructions.)
- Students will demonstrate a resistance for premature assignment resolution and strive to resolve assignments via repeated attempts to rework and improve upon solutions.

SKILLED USE OF SOFTWARE TECHNOLOGY

Students will demonstrate the ability to skillfully select and use essential tools and processes of each software application effectively and productively.

DESIGN

- While students may not be asked to address high-level visual decision making, they will demonstrate knowledge and practice of standard design principles, processes and elements.
- Students will demonstrate visual awareness in producing work that exhibits attention to detail.
- Students will demonstrate an understanding of tools learned and apply them to design.
- Students will also demonstrate an understanding of programs and how each relate to design.

ATTENDANCE AND PARTICIPATION

Because this course will be delivered almost entirely online depending on how the COVID-19 situation continues, we need to adapt this course in the best possible way to virtually cover all the objectives in order to satisfy the requirements for GD1 to advance to GD2.

- We will meet via Zoom/Blackboard Collaborate as a class when I give an assignment presentation or whenever I deem it to be necessary. I will let class know in advance when such a meeting will take place and I will send you a Zoom/Blackboard Collaborate invitation via email to allow you to join the meeting. This type of meeting will be classified as **MANDATORY** and I will take attendance.
- The course will utilize both Monday/Wednesday meeting times for instruction, lecture, and for guidance with class tasks/modules. Attendance will be taken for each class meeting time and will be classified as **MANDATORY**. As mentioned in the side bar, when the Instructor is addressing the class cameras must be on!

ATTENDANCE POLICY

- Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course.
- Each absence after 3 will result in the final course grade being lowered 1 full letter grade (i.e. with 4 absences an A becomes B, D becomes F, etc.). After 5 absences you will be dropped from the course.
- Excused absences are defined as **DOCUMENTED** illness or serious illness or death in the immediate family.



INSTRUCTOR EXPECTATIONS & RESPONSIBILITIES

- Instructor will provide an encouraging and respectful class environment.
- Instructor will cover the material outlined in the course calendar and uphold the stated policies on projects/assignments, critiques, and other items outlined in the syllabus.
- Instructor will grade fairly and keep you informed of your progress in class by returning graded work in a timely manner.
- Instructor will be available online for assistance and or clarification.

GENERAL GUIDELINES

When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication
- Always use your professors' proper title: Dr., Instructor, or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language
- Remember that all college level communication should have correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman/ Helvetica and use a size 12 or 14 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING
- Limit and possibly avoid the use of emoticons
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive
- Be careful with personal information (both yours and other's)
- Do not send confidential patient information via e-mail

- After 5 absences you will be dropped from the course.
- Late to class (**ARRIVING AFTER ROLL IS TAKEN**) constitutes one half of an absence. That is, 2 tardy's = 1 absence.
- All students are required to attend class on-time and to remain in class the entire time. Entering class late (tardy) and leaving early is disruptive to the learning environment and will count as a half-absence.
- 2 half-absences = 1 full absences
- 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.

TIME MANAGEMENT

The rule of thumb for time planning for a course is approximately three (3) hours for every credit hour taken. This is a standard figure recommended across the board by American universities. For a 3 credit studio course, you should expect to spend 6 hours of class time + 9 hours of study and prep time = 15 hours per week.

CLASS COVID SAFETY PROTOCOLS

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 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

All faculty, staff and students must REPORT if they:

- (1) test positive 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.



EMAIL NETIQUETTE

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line unique to the subject. DO NOT just reply without changing the subject line, unless the subject had not changed.
- Be brief
- Avoid attachments unless you are sure your recipients can open them.
- Sign your message with your name
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "reply all"

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.

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

- 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.

CHEATING/PLAGIARISM

Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <http://www.utep.edu/dos/acadintg.htm> for further information.

DISABILITIES/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.**



ARTG 2306 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.

ARTG 2306 CRN 11846 Fall 2020

Name (print) _____

Signature _____

UTEP Student ID # 8 _____

