

**ARTG 2326**  
**Graphic Design 2**

**Course Info**

**Course title:** Graphic Design 2

**Course meeting location:** Fox Fine Arts  
Rm 353 (studio) & 349B (computer lab)

**Course meeting times:** MW 4:30 pm – 7:20 pm

**Course Semester & Dates:**  
Spring—January 16 – May 4, 2018

**Instructor Contact Info:**

**Instructor name:** Jacob Muñoz

**Office #:** Fox Fine Arts A348

**Office hours:** 12-1 pm TR

**Instructor email:** jmunoz8@utep.edu

**Instructor Introduction**

Your instructor for this course, Jacob Muñoz, has been designing for the 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 2 is an introductory course offered to both graphic design majors and minors. Students will explore the fundamental principles of design as applied to graphic communication. Students are introduced to basic terminology, tools, and mediums. Major topics covered are symbol identification, letter-form and typographic design. This class is a hands-on studio/lab course coupled with lectures, discussion and critique. In-class work-time is structured in order to provide individualized instruction and assistance with the design process. Students are expected to spend 5 hours 40 minutes in the classroom per week and should anticipate a minimum of 5 to 6 additional hours outside of the classroom per week to complete assignments successfully.

**Course Prerequisite Information**

Pre-requisites are ARTF 1301, 1302, 1304 (Basic Design 1, Basic Drawing 1 and 2). It is recommended that Graphic Design 1 (Computer Graphics) be taken prior to this course or in the same semester. Students are expected to have an understanding of the fundamentals of **visual elements** (line, shape/mass, value, texture, color, etc.) and the **principles of design** (unity/variety, balance, proportion/scale, visual weight, etc.). A basic knowledge of art history is very helpful. It is crucial that students have already developed competent drawing skills in order to succeed in this course.

**Course Objectives**

This is the second but most basic of the nine (eight for BFA, seven for BA) sequential courses in graphic design. It utilizes skills and knowledge acquired in its pre-requisite courses and applies them toward seeking graphic solutions for visual communication problems. The goal is to introduce rudimentary concepts in graphic design through the acquisition of knowledge in common terminology, basic design skills and studio practices. Another important goal is to develop a positive attitude and good work ethics.

**Course Outcomes**

Students who complete this course will have:

- Experience and basic competency in the formulation of graphic communication ideas from defining the problems to research, conceptualization, to thumbnails, roughs and semi-comps to finished presentation.
- Knowledge of basic drawing and inking materials, drawing surfaces, cutting tools, presentation techniques, and vector drawing.
- An improved understanding of the graphic design profession.
- An improved understanding and competency in the ability to realize and express ideas.

**Note:** *Competency* is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well a student understands and uses a process or skill.

*Confidence* is defined as a student's willingness and self-trust in his/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 his willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.



## Assignments

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 5 assignments must be submitted in a completed condition at the time of the project grading and critique. Failure to present for critique will result as an **F** for that project.

**Course Calendar:** A detailed assignment and class calendar will be distributed the first day of class.

## Grading Standards and Criteria

### Definition of grades:

**A** represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.

**B** stands for above average performance, going beyond expectation.

**C** is for average and adequate work that fulfills requirements and expectations (the majority of students start at this level). This is the minimum grade required to continue on to the next graphic design level. A "C" will not be given for simply turning in projects on time or for just showing up to class!

**D** represents less than average performance and is considered underachieved. Credit given.

**F** is for unacceptable performance. The student will receive no credit.

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

**W** the withdrawal option must be completed on or before the final drop date (March 29, 2018).

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.

ARTG 2326 Graphic Design 2 is a grade-based course and is not available for audit or pass/fail options.

### Standard of Evaluation:

**1** Quality of work, defined as

- the aesthetic merits of the artwork
- the way the particular problem is solved
- impeccable craftsmanship
- the depth of research
- student's willingness to experiment
- quantity of preparatory works, sketches and thumbnails

**2** Participation and involvement in class critiques and discussions (positive attitude)

**3** Quality and quantity of visual journals kept in sketchbook

### Other Criteria

Students are expected to meet all deadlines. Failure to have work ready for critique will be considered late and will be graded accordingly. A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance and will affect your final grade.

### Materials and Personal Equipment

Students Taking ARTG 2326 Graphic Design 2 will need to purchase materials and some basic equipment in order to successfully complete this course.



### Required items:

***\*IF YOU HAVE SOME OF THESE MATERIALS ALREADY YOU DO NOT HAVE TO BUY THEM AGAIN!***

- Textbook: Gregg Berryman, Notes on Graphic Design and Visual Communication, Thompson. This text will be available on-line. To get the most out of this course, it is important to follow the reading assignments.
- Also the History of Graphic Design, by Philip Meggs 6th ed.
- Recommended: Graphic Icons: Visionaries who Shaped Modern Graphic Design
- NOTE: Additional readings posted or as handouts, may be included pending availability.
- A pack of Black Construction Paper
- Hot Press Illustration Board (it comes in different sizes)
- A pad of Canson Tracing Paper 14" X 17" or larger (get the most translucent kind)  
Buy a larger roll/sheet to cover your work; Pad 14"x17", 24"x36" or roll 18" x 8yrd, 24" x 10 yrd
- X-Acto knife with extra #11 blades and Utility blade
- 3M 924 - 3M Scotch ATG Adhesive Transfer Tape
- Black Premium Neutral Masking tape
- A self-healing cutting mat (for cushioned cutting) 18" x 24" or larger.
- Marker Paper: Bienfang 360 layout pad 50-sheet 14" x 17"
- Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9"x12" spiral suggested)
- Stainless steel ruler with cork backing, 18" and 24" recommended
- Spray adhesive 3M Super 77 Classic
- Black markers, assortment of fine, ultra-fine tips, (Uniball, Pentell, Sharpie)
- USB flash memory or other digital storage devices
- Epson Matte photo quality ink-jet paper\* (3 Star), 13"x19" (Amazon)

***\* DO NOT BUY THE HEAVIER STOCK (4 STAR OR 5 STAR)!!***

### Items that are Indispensable: (you may have these already)

- Graphite pencils (2B, B, HB, H, etc. or automatic pencil)
- Plastic eraser and eraser shield
- Utility (mat) knife with fresh blades
- India Ink (black)
- Sable brushes (#3, 6, etc)
- Black mount- (mat-) board

(Most of the listed items above will be available for you at the Hobby Lobby, Michael's, and Art Center or you can order on-line)

### 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:

- 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. 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.
- After 5 absences you will be dropped from the course.
- All students are required to attend class on-time and to remain in class the entire time. Entering



\*Last Updated: Spring 2018. Syllabus is subject to change with prior notification.

class late 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.

### **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 them, no matter how skilled, a designer is unlikely to achieve success.

### **Course Participation:**

- Participation in all discussions, critiques and class days is required for this course.
- Development and execution of class projects must be done utilizing all class meetings.  
**PROJECTS EXECUTED SOLELY OUT OF CLASS WILL NOT BE ACCEPTED.**
- Participation in the collaborative group environment of the studio is essential to the successful completion of this course.
- 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.
- Class time is devoted to the development and execution of class projects, to lecture, class discussion, demonstrations, and critiques.
- Class time, including both studio and lab time, is provided for work on projects assigned in this course. Work on projects assigned in other courses, without permission, will be treated as an absence.
- When using the lab, always observe the posted lab rules. Never enter a studio or a lab when another class is in session without the instructor's permission, (as a rule, it is best to get that permission ahead of time.)
- Students must act in a safe and reasonable way at all times in the studio and computer lab.
- Talking on a cell phone, texting, instant messaging, tweeting, etc. are disruptive and disrespectful.
- Surfing, unless it is related to research for a class project, is inappropriate.
- I-pods, MP3 players, and other personal entertainment devices are allowed during work periods, so long as the volume is adjusted so that it doesn't disturb your colleagues. In other words, if your neighbor can hear your music, it's too loud. Turn it down.
- **I-pods, MP3 players, and other personal entertainment devices are NOT ALLOWED during lecture, demonstrations, class discussion, or critique. Remove the ear buds and pay attention. Remember that inattentive behavior will be treated as an absence.**
- The class meets for 2 hours and 50 minutes. Breaks will be provided. Leaving early, without permission, will be treated as an absence. Failure to return promptly from a break will be treated as an absence.
- Cell phones should be silenced, turned off, or put on the vibrate mode. If you absolutely need a cell phone for an emergency, please alert the instructor.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. See the note concerning University policy below.



- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

### **Cheating/Plagiarism**

Cheating is unethical and 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**

I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: <http://www.utep.edu/dsso>

Phone: 915-747-5148

Fax: 915-747-8712

E-Mail: "mailto:dss@utep.edu?subject=Disabled%20Student%20Services"

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### **ARTG 2326 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 2326 – Spring 2018**

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

UTEP Student ID # \_\_\_\_\_

