ARTG 3326
Graphic Design 4

Course Info
Course title: Graphic Design 4: Typography
Course meeting location: Fox Fine Arts
Rm 353 (studio) & 349B (computer lab)
Course meeting times: MW 8:30 am – 11:20 am
Course Semester & Dates:
Spring—January 21 – May 9, 2014

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 form 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
ARTG 3326 Graphic Design 4: Typography—This course provides basic information regarding various technical problems faced by the graphic designer in terms of typography and page layout. It is a further investigation of effective visual communication with emphasis on typographic problems, such as typography/letter-form, symbol design, setting body copy, and headline types; combining type with symbol and layout of the page. Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work time. In-class work time is structured in order to provide individualized instruction and assistance with the design process. This course will require significant additional work time outside of class. Students should anticipate spending at least 5 hours 40 minutes in class per week and an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3316 Graphic Design 3 and Foundation Design course work.

Course Prerequisite Information
Students taking ARTG 3326 Graphic Design 4: Typography are required to have a foundation understanding of the Elements of Design, the Principals of Composition, Style, and Content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of Art History. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 2306, ARTG 2326, ARTG 3316, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student's seeking a prerequisite waiver must contact the instructor.

Course Objectives
Goals and objectives targeted in ARTG 3326 Graphic Design 4 include:
• A practical and real world introductory experience in the development (research) and execution of a graphic design problem like the design of a logo, a poster, etc., with a focus on typography and setting large amounts of copy.
• Development of improved self expression, creative thinking and planning skills.

Course Outcomes
Students who complete this course will have:
• Experience and fundamental competency in planning and designing for a diverse group of clients.
*Note: *Competency* is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill.
Confidence is defined as a student's willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student's progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand 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
ARTG 3326 Graphic Design 4 is designed around 4 central projects that include:
• Assignment 1 Technical Assignment to learn the in-depth features of the page layout program Adobe InDesign
• Assignment 2 History of Design Museum Catalog. Students are required to heavily research a topic in the history of graphic design and apply that research to the task of designing a fictitious museum catalog, utilizing InDesign and a grid displaying competency laying out body copy + imagery in an organized and artful way.

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

• Assignment 3 Poster project. Poster topic is at the discretion of the instructor (for a UTEP entity or another topic in the history of graphic design)

• Assignment 4 TBA (if time permits), may be a branding campaign for a specific client (this includes several elements including logo design and three dimensional packaging to create a unified campaign)

> • 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. The care and concern shown in preparing work for presentation can determine the success or failure of the project.

> •Anticipate work-in-progress critiques, when appropriate, on projects outlined above. Note that work presented during in-progress critiques will be factored into the final grade for those projects. Therefore the final grade for each project includes not only the final, formal critique, but also work leading up to that critique.

> • 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.

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.

Late assignments, Make-up Work and Exams:
Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

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 3326 Graphic Design 4 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—grade dropped full letter grade! 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 3326 Graphic Design 4 will need to purchase materials and some basic equipment in order to successfully complete this course. You should have most everything used from previous classes, some additional materials may be needed.

Required items: (items listed are the general materials used)

• A pad of Canson Tracing Paper 14" X 17" (get the most translucent kind, it has an illustration of a hot air balloon on the cover)
• 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) 12" x 18" or larger.
• Drawing pad: Bienfang 360 layout pad 50-sheet 14"x17"
• Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9"x12" suggested)
• Stainless steel ruler with cork backing, 18" 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" **(no glossy paper)**

Books:

• <u>History of Graphic Design</u>, by Philip Meggs 5th Edition
• <u>Thinking with Type</u>, Ellen Lupton 2nd Edition
• <u>Typographic Design: Form and Communication</u>, Carter, Day, Meggs 5th Edition
• <u>Making and Breaking the Grid</u>, Timothy Samara
• <u>The Elements of Typographic Style, Version 3.2</u>, Robert Bringhurst

NOTE: Additional readings posted or as handouts, may be included pending availability.

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.

JM

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

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.

• 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 class late and leaving early is disruptive to the learning environment and will count as a half-absence.

• 2 half-absences = 1 full absence

• 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 permis-

JM

sion, 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"

Professor has the right to change and amend the syllabus at any time.

....

ARTG 3326 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 3326 – Spring 2018

Name (print) _____

Signature _____

UTEP Student ID # _____

JM