

COURSE INFORMATION

TITLE: GRAPHIC DESIGN 2

PREFIX AND NUMBER: CRN 10972 ARTG 2326

MEETING LOCATION: FOX FINE ARTS - A353

TUESDAYS AND THURSDAYS: 4:30PM to 7:20PM



INSTRUCTOR CONTACT INFORMATION:

NAME: Professor Michael J Nuñez, MFA

OFFICE #: FOXA 456A

OFFICE HOURS: By appointment.

PHONE #: 915-747-5214

E-MAIL : mjnunez5@utep.edu

Instructor Introduction

Michael J Nuñez is an Adjunct Professor of Graphic Design at The University of Texas at El Paso (UTEP). He received his BFA in graphic design with a drawing minor from UTEP and his MFA in Graphic Design and Illustration from Marywood University in Scranton, Pennsylvania. While at Marywood, Michael was fortunate enough to study under Seymour Chwast and Milton Glaser's nephew Steven Brower, among others.

After graduating from UTEP, Michael worked as the Director of Graphic Design Services for UTEP's Communication Department before moving to Malvern, Pennsylvania where he was asked to build the graphic design department at Immaculata University's communication department. During this time he spearheaded the redesign of the alumni magazines from cover to cover and set the foundation for the graphic standards for both universities.

Michael is a proficient visual communicator with over twenty years of graphic design and problem solving experience. His passion for Gestalt theory and philosophy has served as a solid foundation for his continued growth. Although his experience has mostly been rooted in corporate and higher education graphic design, he has also taught high school courses and is frequently recognized as a natural teacher by many of his professional colleagues. Michael's passion for sharing his knowledge with all who are willing to learn is the inspiration for why he is standing before you today.

COURSE DESCRIPTION

ARTG 2326 Graphic Design 2 is a foundation course in graphic design and is required for graphic design majors and graphic design minors. This course is a hands-on studio/lab format, coupled with lectures and in-class work-time.

In-class work- time provides individualized instruction and assistance with the design process. Students are expected to spend 5 hours and 40 minutes per week in the classroom and should anticipate approximately 6 additional hours outside of class, per week, to complete assignments.

COURSE PREREQUISITE INFORMATION

The Pre-requisites for ARTG 2326 Graphic Design 2 are ARTF 3101, 3102, 3104 (Basic Design 1, Basic Drawing 1 and 2). It is recommended that Graphic Design 1 (Computer Graphics) be taken in the same semester. Students are expected to have an understanding of the fundamental elements of design (line, shape, etc.) and the principles of composition (balance, visual weight, etc.). Knowledge in Art History is also very helpful. In order to succeed in this course additionally and importantly, students must have developed competent drawing skills.

COURSE GOALS AND OBJECTIVES

This is the second but most basic of eight (BFA), (seven for BA) sequential courses in graphic design. We will utilize the knowledge and skills acquired in the pre-requisite courses and apply them to finding 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 work ethic.

COURSE OUTCOMES

- Develop experience and basic competency in formulating graphic communication ideas.
- Understand the graphic design business/profession.
- Understand the graphic design process which includes: defining a graphic design problem, conducting research, conceptualizing concepts, developing thumbnails, roughs, and semi-comps, then producing a polished piece for final presentation.
- Basic knowledge of digital and hand drawing skills, inking materials, drawing surfaces, vector artwork using Adobe Illustrator, cutting tools, and proper presentation techniques.
- Develop a competent understanding in the ability to realize and express ideas.

NOTE: IN THIS COURSE STUDENTS MUST DEVELOP COMPETENCY AND CONFIDENCE.

Competency is defined as a developed understanding and mastery of the knowledge and skills needed to successfully complete a task at a basic level. Competency should be demonstrated throughout the graphic design process and will be measured by how well a student understands and merges the process with the skill.

Confidence is measured by how a student trusts in their own abilities and willingness to use the skills and processes learned during this course. Confidence is a product of a student's progress and it teaches a student to know the difference between when to ask for help and when no help is needed. Throughout the semester, confidence will mature as the student strengthens in competence, increases in skill, and develops a willingness to use what has been learned.

Once a student works through the process, understands the procedures, and becomes aware of one's abilities, the timid feelings are replaced with a sense of control. Excitement for the design process, and its potential as a path for creation, increases.

ASSIGNMENTS

All assignments will be introduced and presented on a detailed assignment sheet by the instructor. The assignments must be completed and submitted on the day of the project grading critique. 90% of the final course grade depends on the grades earned on the primary project assignments.

ARTG 2326 Graphic Design 2 is designed around 6 central projects that include:

Assignment 1: Interrupted Line Study

Assignment 2: Design a set of nine symbols using only line

Assignment 3: Design a set of nine symbols using only filled-in shape

Assignment 4: Introduction to Typography through your own name

Assignment 5: Visual Semantics

Assignment 6: TBA, Experimenting with typography and/or material

GRADING STANDARDS AND CRITERIA

DEFINING THE GRADES:

A: Outstanding performance. The work showcases great ability and exceptional quality.

B: Above Average performance. The work displays above average performance, going beyond expectation.

C: Average performance. The work is satisfactory or adequate and satisfies requirements and expectations (most students begin at this level). This is the minimum grade required to advance to the next graphic design level.

D: Below average performance. The work is considered underachieved. Credit given.

F: Unacceptable performance. The student will receive no credit.

I: An incomplete is considered for students completing satisfactory work or better 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 (Nov 2). Students are fully responsible for withdrawing from this course if that procedure is elected. The instructor may recommend a student to withdraw but is not responsible for withdrawing 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.

COURSE PLANNING CALENDAR* - TUESDAYS AND THURSDAYS, FALL 2023

AUGUST

TUE: 29 First day of Class: Introduction & Assignment 1 given: **Interrupted Line Studies**

THR: 31 Assignment 1 work in class.
Weekend reading Berryman p. 1-9

SEPTEMBER

TUE: 5 Assignment 1 work in class

THR: 7 Assignment 1 work in class.

TUE: 12 Assignment 1 work in class.

THR: 14 Assignment 1 due,
Assignment 2 given: Icons and Line.
Assignment 2 work in class.

FALL CENSUS DAY: Last day to register for classes. If payment is not received by this day at 5pm, students will be dropped from the class.

TUE: 19 Assignment 2 work in class.

THR: 21 Assignment 2 work in class.

TUE: 26 CRIT Assignment 2

THR: 28 Assignment 2 work in class.

OCTOBER

TUE: 3 Assignment 2 work in class.

THR: 5 Assignment 2 due,
Assignment 3 given: Icons and Shape.
Read Berryman p. 10-17, 32-33.

TUE: 10 Assignment 3 work in class,
Re-Read Berryman p. 32-33

THR: 12 CRIT Assignment 3

SAT & SUN - 14 & 15 - CHECK OUT CHALK THE BLOCK
IN DOWNTOWN EL PASO (NOT GD2 CLASS DAYS)

TUE: 17 Assignment 3 work in class

THR: 19 Assignment 3 due,
Assignment 4 given: Visual Semantics.
Read Berryman p. 18-20,

TUE: 24 Assignment 4 work in class.

THR: 26 Assignment 4 work in class.

TUE: 31 Assignment 4 work in class.

MID-TERM: assess yourself...how are you doing in this class? Make an appointment with me if you are not sure, or want to talk.

NOVEMBER

THR: 2 Work on Assignment 4

FRI: 3 FALL COURSE DROP / WITHDRAWAL DEADLINE.
(NOT A GD 2 CLASS DAY) 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.

TUE: 7 Assignment 4 due, Typography Lecture.

Assignment 5 given: Introduction to Typography Using Your Name, Read Berryman p. 22-31 & watch Nova Videos

THR: 9 Assignment 5 work in class

TUE: 14 Assignment 5 work in class

THR: 16 Assignment 5 work in class

TUE: 21 Assignment 5 due,
Assignment 6 given: TBA

THR: 23 THANKSGIVING HOLIDAY
NO CLASSES (NOT A GD2 CLASS DAY)

TUE: 28 Assignment 6 work in class

THR: 30 Assignment 6 work in class

DECEMBER

TUE: 5 Assignment 6 work in class. Read Berryman p. 20-21 and p. 38-46

THR: 7 LAST DAY OF CLASS: Last class day to finish up final assignment

TUE: 12 Final One-on-One Critiques. Final Assignment 6 due at time of your individual one-on-one final review

The Week of December 11: I will be available in the adjunct conference room, grading, for any questions and/or further feedback. (Specific times TBD)

* Please note that the above schedule may vary due to the class and issues which all projects incur. Future, individual project assignment sheets (and not the above planning calendar) offer the most accurate timelines for assignments.

STANDARD OF EVALUATION:

1: QUALITY OF WORK, DEFINED AS.

- the aesthetic merits of the artwork
- the way the particular problem is solved
- 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 (with a positive attitude)

3: QUALITY AND QUANTITY OF VISUAL JOURNALS KEPT IN SKETCHBOOK

OTHER CRITERIA

Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly. A major part of a studio class is energetic participation, intellectual curiosity and enthusiasm. Non- participation in critique and discussion is considered poor classroom performance.

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. (Suggested brands are not required but are only listed as a guide)

REQUIRED ITEMS:

- Sketchbook: Hardbound, sturdy, good quality bond paper (suggested size: 9"x12")
- Tracing Paper Pad 14" X 17" (try to get the most translucent kind,)
- Stainless Steel Ruler with cork backing, (18" recommended)
- X-Acto knife with extra #11 blades
- Self-Healing Cutting Mat (for cushioned cutting).
- Utility (mat) knife with fresh blades
- Bristol Board Pad: 14"x17

- Drawing Pad: 50 sheets 14" x 17"
- Epson® Presentation Paper 13" x 19" Matte, 27 Lb, Pack Of 100 Sheets
- Black Mount- (mat-board)
- Black Premium Neutral Masking tape
- Spray adhesive
- JET Black Construction Paper Pack
- Black markers, assortment of fine and ultra-fine tips, (Uniball, Pentell, Sharpie)
- USB flash memory or other digital storage devices

INDISPENSABLE SUPPLIES:

- Graphite Pencils (2B, B, HB, H, etc. or automatic pencil)
- Plastic eraser and eraser shield
- India Ink (black)
- Sable brushes (#3, 6, etc)

MOST OF THE ITEMS LISTED ABOVE ARE AVAILABLE AT THE UTEP BOOKSTORE, HOBBY LOBBY, AND THE ART CENTER. ALTERNATIVELY YOU CAN ORDER THEM ONLINE.

REQUIRED TEXT: Berryman, Gregg. Notes On Graphic Design and Visual Communication. Rev. ed. Menlo Park: Crisp Learning, 1990.

OPTIONAL TEXT: Meggs' History of Graphic Design. NEW 6th edition. Wiley, 2016. (2nd, 4th and 5th edition of this book are available in the UTEP library).

In addition to the above, there are many books on graphic design and typography on the fourth and fifth floors of the UTEP library. Please take advantage of them! Also, design magazines such as Print, HOW, Communication Arts, and Graphis also have student discounts you can check out online.

ATTENDANCE AND PARTICIPATION

Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform at the required standards will result in strong grade penalties and can result in course failure.

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 unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as being absent. 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.

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.

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 colleagues, clients, competitors, service providers, and audience – in other words, RESPECT EVERYONE. Professional standards should always prevail in the workplace, the studio, and the classroom. No matter how skilled a designer may be, one is unlikely to achieve success without a professional standard.

- 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.
- Talking on a cell phone, texting, instant messaging, tweeting, etc. are examples of disruptive and disrespectful behavior.
- 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.
- Class time is devoted to the to lecture, class discussion, demonstrations, critiques, and the development / execution of class projects,.
- 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.
- Projects executed solely out of class will not be accepted. (I must see your progress in class) 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 so that you can work on the projects assigned in this course only. Working 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.
- Surfing, unless it is related to research for a class project, is inappropriate.
- iPods, 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.
- iPods, 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.
- 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 Cheating and Plagiarism policy below.*
- Children and pets are not permitted in the studio nor the lab.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

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.

ARTG 2326 GRAPHIC DESIGN 2 IS A GRADE-BASED COURSE AND IS NOT AVAILABLE FOR AUDIT OR PASS/FAIL OPTIONS.

CHEATING AND PLAGIARISM POLICY:

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 and within the first two weeks of the semester. Alternatively you can schedule 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 located in East Union Bldg., Room 106, also within the first two weeks of the semester.

THE DISABLED STUDENT SERVICES OFFICE

CAN ALSO BE REACHED BY:

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

PHONE: 915-747-5148

FAX: 915-747-8712

E-MAIL: dss@utep.edu

SUBJECT: Disabled Student Services

COVID-19

- This is a face to face, in person course that requires a student's use of the studio's working space.
- In order to assure the safety of all, please practice safe and respectful distancing as much as possible.
- Respect the workspace of others.
- Students are highly encouraged to avoid sharing any materials. So please make sure you have all the necessary materials with you.
- Students must be aware of the possible forced changes that are out of UTEP control and accept the syllabus as contract to that fact.

THE STRUCTURE OF THIS COURSE MAY CHANGE AT ANYTIME IF MANDATED BY THE CITY OF EL PASO AND/OR UTEP.

COVID-19 PRECAUTIONS/ACCOMMODATIONS

- Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know immediately, so that we can work on the appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide support and help in communicating with your professors.



ARTG 2326 SYLLABUS ACKNOWLEDGMENT 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 2326 SECTION # - 005 SEMESTER DATE - FALL 2023

Name (print): _____

Signature: _____

UTEP Student ID # _____ - _____ - _____

