

**ART 416 Advanced Graphic Design (3 credits)—Fall 2019**

Class outline: [crowdesigns.com/marywood](http://crowdesigns.com/marywood)

M/W 12-3 pm  
Assistant Professor, Christine Medley, MFA  
Office VAC 132 Ext. 2485

Office Hours: Tu/Th 11:15-12:45, MW 3-4  
[cmedley@marywood.edu](mailto:cmedley@marywood.edu)  
Course delivery: traditional

**University Mission Statement:**

<http://www.marywood.edu/about/mission/>

**Art Department Mission:** <http://www.marywood.edu/art/>

**Program Goals**

The Graphic Design program incorporates design history, the study of basic visual elements, conceptual development, research, studio technique, and strategies for problem solving. Class critiques and discussions are emphasized. Students will explore typography, print, production, packaging, advertising, corporate ID, motion graphics and interactive design. The goal is to provide each student with the environment and support in which to develop a professional visual portfolio.

**Course Description**

This class is an advanced study of graphic design through comprehensive projects with an emphasis on independent research, conceptualization, along with developing skills of authorship and entrepreneurship. Many projects will be presented with specific parameters and deadlines to challenge conceptualization and aesthetic development.

**Course Goals**

1. Exploration of different approaches, structures, processes to conceive and create visual ideas and projects.
2. Further the development of personal, rational, independent and team design methods.
3. Examination of the roles of theory, philosophy and scholarship in graphic design to provide insight to the decision-making process in graphic design.
4. More skillful coordination of the working process of graphic design including defining and developing personal ideas.
5. Greater understanding of authenticity and substance in personal work
6. Development of authorship and entrepreneurship through class projects.

**Course Learning Outcomes:**

Upon completion of this course, you will:

- Be able to develop integrated advertising strategies and campaigns
- Gain skills in research and critical thinking
- Understand how to write and develop a client brief
- Be able to assign tasks and work in teams to complete a project
- Better understand the production processes for print and digital delivery
- Become stronger in original concept development and problem solving
- Develop a stronger personal style
- Develop professional portfolio pieces

**University Student Learning Outcomes**

**Intellectual and Practical Skills**, including:

- Inquiry and analysis
- Critical and creative thinking
- Written, oral, and visual communication
- Aesthetic literacy
- Information literacy
- Teamwork and problem solving

**Core Competencies**

In summary, as a result of taking this class, students should be able to:

- think critically and creatively in both the theoretical and practical aspects of life.
- comprehend the dynamic natural and historical processes that have shaped the world.
- apply the wisdom of the humanities to the examination and evaluation of contemporary issues.
- enjoy beauty, both natural and humanly created.
- read, write and speak effectively and achieve computer literacy.

- reason abstractly and mathematically.
- utilize resources essential for research, academic success and lifelong learning.

#### **Assessment:**

Evaluation of your progress will be determined by your research and planning, addressing all requirements of a project, meeting deadlines, creative problem solving, working independently, participating in class critiques, attendance and professionalism.

#### **Required text and materials:**

*Hey Whipple, Squeeze This, A Guide to Creating Great Ads-5th Edition (2016)* Luke Sullivan (\$10-\$15 Amazon, bookstore, abebooks.com, Kindle)

Magazines (supplied): *Print, Communication Arts, How*

#### **Supplies**

1. Flash drive or external portable hard drive to back up work
2. Sketchbook/notebook
3. pens, markers, Xacto knife, ruler etc.
4. Mat board, foam board and spray mount
5. Paper for printing

#### **Course Requirements**

##### **1. Attendance**

Class is where faculty and students gather together in one place with a common purpose and common facilities. The studio classroom is an environment in which you learn from faculty, peers and self-reflection. It is mandatory that you participate in both the stress and stimulus of a group with shared aims. In addition, most material is relayed through presentation and discussions that cannot be repeated. Therefore regular, punctual attendance and diligent work habits while in class are required. **Tardiness in excess of 15 minutes** will be considered an absence. **Your final grade for the course will be lowered one letter grade for four unexcused absences and ½ letter grade for each additional absence.** Please arrive punctually, work the entire duration of class and meet all critiques and deadlines.

Course schedules and finals schedules are published prior to the beginning of the semester. There should be no other place you need to be during class time and critiques.

Exemptions for absences will be made only for a documented explanation from a doctor, nurse, counselor, or a similar person of authority. If a student misses several classes because of illness, a death in the family, or other serious reasons, the student must take the responsibility to inform the Department of Visual Arts.

##### **2. Assignment Summary**

- Assignment 1: Pet adoption program
- Assignment 2: Adoption program billboard campaign
- Assignment 3: Yes You positive messages campaign
- Assignment 4: Collection book
- Assignment 5: Commemorative postage stamp
- Assignment 6: Client professional project

Production exercises, reading assignments and quizzes will be given in addition to projects.

##### **3. Grading Criteria Breakdown**

**A:** The objectives of the assignment are not only mastered but also treated in an **original** way. The completed assignment achieves an **unexpected but effective approach** to the subject that is **appropriate, thoughtful** and reveals aspects that are usually unnoticed or not discussed—the special nuances, subtleties, sensitivities, insights, knowledge and perseverance that makes a design outstanding. The completed design must demonstrate **powerful, original thinking and thoroughness**. High motivation is evident, performance criteria is consistently exceeded on every aspect of the project.

**B:** The completed assignment shows an understanding of the assignments objectives in a strong, logical manner. The **design clearly demonstrates above average thought, understanding and originality**. Technical problems are very few and are minor in nature and was turned in on time. While above average and demonstrating good design sensitivity, the design still lacks qualities of excellence.

**C:** Objectives of the assignment are understood and the project may or may not have been completed on time. The work is competent but not highly original yet fulfills the requirements of the problem description. The project may also contain technical problems that demonstrate a lack of skill/attention. The work may lack strong visual interest, thoughtful and imaginative resolution.

**D:** The design project did not address the objectives of the assignment. Inappropriate or irrelevant concepts are present. Clarity and understanding of the problem description along with assignment objectives are not demonstrated and/ or based on faulty logic. The design fails to come to any resolution. Technical problems may or may not be abundant. The design may have been turned in late.

**F:** Lack of effort on the assignment or failure to complete the project; failing work exhibits a disregard for; or a complete lack of understanding for the assignments objectives, problem descriptions and instructions.

Each project will be evaluated by the following criteria:

#### CONCEPTUAL DEVELOPMENT (problem solving)

- evidence of research and information gathering
- thorough analysis of problem description
- range of alternative solutions
- concept subjected to critical analysis
- innovation (the solution approached in a unique way)
- solution is appropriate

#### AESTHETIC PRESENTATION

- focus (hierarchy)
- rhythm (variety, movement)
- harmony (agreement between elements)
- contrast (emphasis, scale, depth, tension)
- balance (symmetric, asymmetric)
- unity (gestalt)
- effective use of elements (form, color, imagery)
- effective use of negative space

#### TECHNICAL COMPETENCY

- use of technology and other tools
- image quality/resolution
- craftsmanship (straight cuts, free of stray marks, fingerprints, excess adhesive)
- presentation (correct dimensions, good craftsmanship, attention to detail)

#### TYPOGRAPHY

- appropriate use of type (font, scale, weight)
- unity of type and image/elements
- type is integral to concept
- understanding of typographic principles (leading, kerning, spacing and attention to details)

#### PROFESSIONALISM

- no missing elements
- accuracy
- attendance
- participation in class discussions, critiques
- work presented with clarity and professionalism
- good work habits
- deadlines met, complete at beginning of critique
- evidence of effort

#### 4. Final Grades

100-93=A, 92-90=A-, 89-88=B+, 87-83=B, 82-80=B-, 79-78=C+, 77-73=C, 72-70=C-, 69-68=D+, 67-60=D, below 60=F  
6 Projects (100 points each) + 2 quizzes (20 points) + Exercises: 60 points; 700 points total

Grades will be adjusted according to poor attendance or missing deadlines. The instructor retains the right to make any changes or additions to this syllabus and the projects, either orally or in written form. If a student has any questions or concerns relating to this syllabus or any changes, he or she should contact the instructor as soon as possible.

### **5. Meeting Deadlines and Late Work**

Students must demonstrate a high level of motivation, the ability to meet deadlines and timely completion of projects. This reflects on your own professionalism and is a requirement of the course that will affect your overall grade. For each class day a project is late, the grade will be lowered. If you miss a critique because of an unexcused absence, your project will be lowered 1 grade.

Loss of data is not an acceptable excuse for incomplete or missing work. You are responsible for routinely backing up all work, data. Printing problems abound, print work 24 hours before due.

### **6. Participation Requirements**

You are required to spend time outside of class working on class assignments. It is also a requirement that students spend time outside of class looking at and reading Graphic Design and Visual Art books, journals and magazines in the library. You will have assigned readings. The time spent looking and reading about Graphic Design will be evident in the quality and sophistication of your design as well as in the level of knowledge and skill exhibited on projects.

\*While working outside of class is a requirement, working exclusively outside of class does not fulfill the requirement of attendance (explained in attendance) and does not make up for class absences.

#### **1. Research the Problem Description.**

Learn as much as possible about the subject you are designing for. Research thoroughly.

Use the dictionary; keywords can help define the objective.

Use your journal/sketchbook to record ideas and collect imagery.

Good design strategies are developed through thorough investigations, experimentation, and a natural curiosity by the designer

2. **Attendance to University, Art Department activities and events in major area.** Students are expected to attend lectures, meetings, exhibits and events both on and off campus that pertain to their major area of study. Students are expected to make the necessary arrangements in order to attend these events.

#### **3. Class Critiques**

Through out the semester students are required to present their work for both preliminary/in progress critiques and final critiques. During these critiques, students are required to meet all deadlines and present their work clearly using a professional vocabulary as well as actively participating in discussions. If you miss a critique, your project grade will be lowered.

### **7. Plagiarism in Graphic Design and Original Images**

- Each student in this class is expected to follow Marywood's academic honesty policy (please see below). As a student in this class, you are expected to follow the policy's guidelines and report any and all known cases of academic dishonesty.
- Students are encouraged to further develop their photographic skills by incorporating their own photography or illustration in their work. Digital and single use cameras are viable means to incorporate original photography and still meet deadlines.
- Rational: Students must be creators in making imagery not finders of imagery, therefore no Google images unless used for a reference. Students must have a high degree of ownership over the image. If an image is questionable, a Google image search will be done to verify ownership
- Any images, ideas or written words taken from others, but be credited.
- Clip art and stock photography is instant art that is already designed and circumvents the creative process. It is the designer's stand-by; it is a goal of this course to gain experience and become more skillful through the experimentation and exploration of image use, not a reliance on stand-bys. Where stock photography is acceptable is if you need generic images to build illustrations or have no way of accessing a specific image.
- Imagery used without permission or claimed as your own and is found not to be your work will result in an F for your project. Repeated offenses will be addressed under the Academic Policy listed below.

## 8. Course Schedule

Your course outline is found on [www.crowdesigns.com](http://www.crowdesigns.com) under Marywood Classes. Below is a summary of the semester. Check the online version for the most up to date information.

Week 1: Introduction; Project 1 Animal adoption program  
Read chapters 1-3 text  
Week 2: Quiz on reading; Read chapters 4-7 in text  
Week 3: Project 2/Team: Billboard campaign; Client brief;  
Week 4: campaign; Quiz on text reading;  
Week 5: campaign crit; Project 3: Yes You positive messages  
Week 6: positive messages review  
Week 7: Project 3 crit; Review Spark Journal  
Week 8: Project 4: Commemorative Postage Stamp  
Week 9: Project 4: Commemorative Postage Stamp  
Week 10: Stamp crit; Project 5: Collection Book  
Week 11: Project 5: book  
Week 12: Project 5: book  
Week 13: Final crit and presentation of book; Project 6: Client/Professional project  
Week 14: Project 6  
Week 15: Project 6  
Week 16: Final crit Project 6

## Teaching Strategies

Each class will contain a lecture pertaining to the assignment which may include historical references, contemporary design trends, software instruction, discussions, documentaries, quizzes, problem-solving strategies, and/or critiques, followed by a lab with individual hands-on instruction. In addition, we may take field trips or have guest speakers.

Students are required to present their work for both preliminary/in progress critiques and final critiques. During these critiques, students are required to meet all deadlines and present their work clearly using a professional vocabulary as well as actively participating in discussions.

Additional reference material, tutorials and sources are on our class website: [www.crowdesigns.com](http://www.crowdesigns.com)

**Academic Honesty:** You are expected to read, understand, and abide by this University's Academic Honesty policy. Cheating and plagiarism are behaviors destructive of the learning process and of the ethical standards expected of all students at both the graduate and undergraduate levels. The policy can be accessed at:

<http://www.marywood.edu/catalog/ug-academic-regulations/academic-honesty.html>

## Plagiarism in Graphic Design and Original Images

Plagiarism is defined as the offering as one's own work the words, sentence structure, ideas, existing imagery, or arguments of another person without appropriate attribution by quotation, reference, or footnote. It includes quoting, paraphrasing, or summarizing the works of others without appropriate citation. No claim of ignorance about the nature of plagiarism will excuse a violation.

- Each student in this class is expected to follow Marywood's academic honesty policy. As a student in this class, you are expected to follow the policy's guidelines and report any and all known cases of academic dishonesty.
- Students are encouraged to further develop image making skills by incorporating their own photography or illustration in their work whenever possible. Digital and phone cameras are viable means to incorporate original photography..
- Rationale: Students must be creators in making imagery not finders of imagery, therefore no Google images unless used for a reference. Students must have a high degree of ownership over the image.
- Clip-art and stock photography is instant art that is already designed and circumvents the creative process. It is the designer's stand-by; it is a goal of this course to gain experience and become more skillful through the experimentation and exploration of image use, not a reliance on stand-bys. Where stock photography is acceptable is if you need generic images to build illustrations or have no way of accessing a specific image.

Imagery used without permission or claimed as your own and is found not to be your work will result in an F for your project. Repeated offenses will be addressed under the Academic Policy listed below.

### **Academic Accommodations**

Marywood University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 as amended by the ADA Amendments Act of 2008. Students with disabilities who need special accommodations must submit documentation of the disability to the Office of Disability Services, Learning Commons 166, in order for reasonable accommodations to be granted. The Office of Disability Services will partner with students to determine the appropriate accommodations and, in cooperation with the instructor, will work to ensure that all students have a fair opportunity to perform in this class. Students are encouraged to notify instructors and the Office of Disability Services as soon as they determine accommodations are necessary; however, documentation will be reviewed at any point in the semester upon receipt. Specific details of the disability will remain confidential between the student and the Office of Disability Services unless the student chooses to disclose or there is legitimate academic need for disclosure on a case-by-case basis. For assistance, please contact the Director of Disability Services, at 570.348.6211 x2335

More information about services for students with disabilities can be found here:

<http://www.marywood.edu/success/disability-services/>

### **Office of Student Success**

Information about the Writing Center, Tutoring, and Adaptive Technology can be found here:

<http://www.marywood.edu/success/>

### **Student Academic Grievance**

A student who feels that s/he has been treated unfairly or unjustly by instructional staff, chair or dean with regard to an academic matter has a right to grieve. Read more about the [Academic Grievance Policy](#) .

**Severe Weather Policy** <http://www.marywood.edu/policy/detail.html?id=161268>