ADV COMP APPL IN THE GRAPHIC ARTS - ART 4370
Summer I 2020 Online
June 1 – July 1, 2020
Instructor: Edwin Cuenco
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Course Description
Focuses on the individual creative solutions derived from the use of computer imaging. (May be repeated for credit with consent of instructor.)

The course is intended to further expand the technical skills and broaden the students’ graphic design experience after taking the foundation art classes. By using a variety of class projects, the student will develop a professional product design from concept to final format. At the end of the semester, students are expected to have expanded their proficiency in all aspects of the design process, including generating new ideas, conceptualizing, critical thinking, group collaboration, and class presentation techniques. ASU Adobe CC software access will be provided for student use.

Recommended Textbook
Graphic Design Solutions by Robin Landa; A History of Graphic Design by Philip Meggs; The Digital Designer 101 by Stephen Pite

Recommended Supplies
Computer, Wacom pens, USB drives and cloud account, pencils, pens, erasers, scissors, foamboards, adhesive, box cutter, steel ruler, sketchpad, etc

Justification of the Course
The class provides graphic design studio experience to develop creative possibilities using computer graphic applications. Emphasis is placed on the visual problem-solving process through the use of current software applications while applying creative solutions. Through lectures, demonstrations and simulated exercises, students explore the capabilities and uses of digital design tools to provide creative ways to synthesize traditional art to digital formats. The class assignments will allow students to develop their perceptual skills, design strategies, and digital production methods.

IDEA Graphic Design Learning Outcomes
a. Develop creative capacities. (GRAPHIC DESIGN AREA)
b. Gaining a BASIC understanding of the subject. (industry knowledge, methods, applications)
c. Develop specific skills, competencies, and points of view needed by professionals in the graphic design industry

Course Objectives
1. Social responsibility is the broad student-learning foundation goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national, and international communities
2. Develop skills of a socially responsible citizen and graphic designer
3. Demonstrate knowledge of computer graphics and design
4. Provide an avenue of promoting your artworks
5. Enhance your digital skills needed to produce artwork for subsequent graphic courses
6. Create a graphic design portfolio geared for employment purposes

General Education Goals
The general education curriculum is designed to provide a foundation for knowledge to educate people and to develop the capacity for an individual to expand that knowledge over his or her lifetime. At the end of the course students will be able to:
a. Communicate effectively and think critically
b. Develop ethical perspectives
c. Apply scientific and quantitative reasoning
d. Demonstrate knowledge of the arts and humanities
e. Understand wellness concepts

Course Assessment
To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layout leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment of your work.
a. Meeting deadlines and completion of assignment specifications
b. Understanding and successful use of design elements and composition
c. Proficient craftsmanship in production and prepared class presentation
d. Regular class and major/minor meeting attendance
e. Understanding of basic graphic design and aesthetic values
f. Individual artistic expression and originality of design work

Grading Criteria
In general, grades are determined by how well assignment objectives have been met, development of the idea, creativity and originality, technique, completeness of work, and class participation. Additional grading criteria will be outlined with each individual assignment and graded accordingly. Work must be submitted according to instructor’s guidelines COMPLETED AND ON TIME at the beginning of class on due dates. Late work will be reviewed on an individual basis and with a documented excused only.
Grade Breakdown
Projects are determined by specific criteria, each assigned with a value between (1) to (4) and calculated equally per project to arrive at a final course grade at the end of the semester. Missed work will be reviewed on an individual basis and accepted only in case of documented health, university and family or personal purposes; or otherwise be considered LATE and reduced to a full letter grade upon submission during the next class meeting. Failure to do so will result in an F grade. The student may be given a failing grade for any assignment, course work, examination, or class project involved in the act of misconduct. No makeup class project will be given unless the absence was the result of an unavoidable physical accident, a sudden illness, or a personal or family emergency. An excused absence will be granted for documented reasons only i.e. police report, funeral notice, employment letter, official university activity, observance of government and religious holidays, personal or family emergencies, or a note from the student's doctor stating the student's inability to attend class or missed the test.
A (4.0) to A- (3.5) Outstanding to excellent work in projects and assignments; class participation and attendance
B (3.0) to B- (2.5) Average work in projects and assignments; follows instructions and regularly attendance
C (2.0) to C (1.5) Adequate work in projects and assignments; attendance within minimum class requirement
D (1.0) Barely acceptable work; failing to complete all assignments; excessive class tardiness or absences
F (0) Fail; Non-submission

Coursework
Each assignment project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Read the directions prior to handing in your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. Class critiques are meant to develop skills of presentation and discussion and should be approached in a professional manner. The presentation of work is an essential part of the project as well as your development as a creative professional. Creating the work is only part of the process and you must be able to present your work as the right solution to the design problem. Students are expected to contribute actively to a positive classroom environment. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD, IND, XD, MP4) to be accepted for review, class viewing or grading. All works will due at specific dates as outlined in the project spec sheet schedule.

Visual Art Theme Class Assignments
A fine arts education is an open-minded tolerance for ideas and modes of expression that might sometimes conflict with one's personal values. By being exposed to such ideas or expressions, students are not expected to endorse or adopt them but rather to understand that they are part of the free flow of information upon which higher education depends. To this end, you may find that certain class requirements may include engaging certain materials, such as books, films, images and artworks, which may, in whole or in part, indirectly offend you. These materials are equivalent to required texts that are essential to the course content. If you choose to decline to engage the required material by not reading, viewing, or performing materials you consider unpleasant, you will still be required to meet the class requirements in order to earn credit. This may require responding to the content of an alternative course material or topic amenable both to you and the faculty for appropriate grade completion with supporting official documentation as provided by the concern student.

Backing Up Your Files
Losing work due to a failed digital media, lost, or overwritten files is NOT AN EXCUSE for missed and late class assignments. Students are expected to have an effective backup strategy for all their working and final files.

Software Training
Basic computer knowledge is required, so a certain amount of familiarity with the software used in class is at least expected. Please note that while there will be adequate software tutorials covered in class, it is your PERSONAL RESPONSIBILITY to further develop the essential technical computer skills needed to complete your class assignments.

Student Honor Code and Academic Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook. Plagiarism will not be treated lightly in this course. This class is focused on generating and developing your own ORIGINAL DESIGNS. This does not mean that references cannot be used but copying, tracing, or using the actual work of others without documenting or showing significant changes (75% modification from original artwork) in creating your artwork and can lead to a reduced full letter grade or failing the assignment. Make sure to post references of your sources and keep working in developing your own original designs.

Students with Disabilities
Persons with disabilities who may warrant academic accommodation must contact the Office of Student Services, Room 112, Houston Harte Center, or (325) 942-2047, ada@angelo.edu, in order to request such accommodation prior to any accommodation being implemented. Students are encouraged to make this request early in the semester so that appropriate arrangement can be made. Furthermore, the faculty is not required to anticipate the needs of students with disabilities.

Title IX
No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.

–Title IX of the Education Amendments of 1972

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state law, the University prohibits discrimination based on sex and other types of Sexual Misconduct.
Prohibited Conduct
Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence, sexual violence, and any other misconduct based on sex. While sexual orientation and gender identity are not explicitly protected categories under state or federal law, it is the University's policy not to discriminate in employment, admission, or use of programs, activities, facilities, or services on this basis. Discriminatory behavior is prohibited regardless of the manner in which it is exhibited, whether verbally, in writing, by actions, or electronically displayed or conveyed.

If you are in immediate danger call 911 or University Police at 325-942-2071
For more information contact the Office of Title IX Compliance at 325-942-2022

Course Schedule
These approximate dates and may change or overlap. Specific dates and information will be given in project spec sheets throughout the semester.
Week 1: Project #1
Week 2: Project #2
Week 3: Project #3
Week 4: Project #4

NOTE:
Student Artwork Release Form:
I, the undersigned, attest that the design and creation is my original artwork. By agreeing to this syllabus, I will be relinquishing all personal and professional rights to my artwork and consent to its reproduction and modification in any way for non-profit purposes only and to support Angelo State University's education goal. I understand I may not withdraw this release/consent once it has been submitted. I have read this agreement and understand it.

Disclaimer: This syllabus is subject to change or revisions at any time during the semester. It is the responsibility of the student to be aware of any changes if they occur.