GRAPHIC DESIGN With ADOBE Illustrator – GS 1181
August 17 – October 2, 2020
MW 12:00 – 12:50pm
Carr 202 Mac Lab
Instructor: Ben Sum, Professor of Art
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Office Hours: MWF 10-12, TR 3:15-5:15 or by appointment

COVID-19 Virus Pandemic Class Guidelines
1. Students are required to complete the ASU Wellness Screening Tool daily before going to campus. The tool can is located on your ASU Ramport.
2. Face covering is required at all times of everyone on campus at all common spaces and classrooms.
3. Practice social distancing at all times with at least six feet will is required on campus at all common areas and classrooms.
4. Students are required to clean up their workspace at the end of class and help keep the labs, studios, clean, organize, and sanitized.
5. Students are required to sit in their designated seat locations according to mandatory seating chart for contact tracing.
6. Students are requested to follow these guidelines for their health and wellness of the ASU community.
7. If necessary, according to ASU Policy related to isolation or quarantine, the course content may be moved to online/hybrid format and course schedule change as needed.

Masks/Facial Coverings by Students in Class At Angelo State University
As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

Course Description
This is a short-term course into the world of graphic design and digital imaging. Whether you’re a freshmen or high school student looking for more insight into commercial art, photography or graphic imaging, or just someone looking to learn something new, everyone will get something out of this design class. Students will be challenged to develop design solutions using the elements of art while exploring the expressive potential of digital imaging to create dynamic, visual compositions. Through hands-on projects, collaborative learning and/or client-based works, students will learn the language and process for design thinking, gain foundation in visual literacy and understanding of editing images using appropriate layers, color, editing/drawing tools, compositing images and special effects filters. In this class, everyone is encouraged to express their creativity while working within the constraints of a given design assignment, seek academic support services, participate in 3-5 min. oral class critiques, conduct visual research, write and present a report paper, and attend the Faculty Lecture Series. Credits: 50 mins; Duration: 8 weeks; Monday and Wednesday.
Course Objectives
The class provides studio experience in graphics design and the creative possibilities of computers graphics. Emphasis is placed on the visual-problem solving process through the use of current software applications while applying creative solutions.
1. Develop, interpret and express ideas through effective oral and visual communication.
2. Gather, analyze, evaluate, and synthesize information relevant to a question or design proposal.

Core Student Learning Outcomes
Upon completion of this course, students will be able to:
1. Gather, analyze, evaluate, and synthesize information relevant to basic Graphic Design.
2. Develop, interpret, and express ideas through effective written.
3. Locate campus resources to solve problems/answers questions.

Method of Assessing Learning Outcomes
Core student learning outcomes will be assessed through course assignments.

Course Requirements
1. One graphic design project, one report paper, and one oral project A/V presentation will be required.
2. Use of University Resources is required.
3. Student participation in the Faculty Lecture series is required.

Student Learning Outcomes
The course is designed to provide a foundation for knowledge in the field of graphic design and to develop the capacity for students to expand that knowledge in their studies. Upon completion of the course, students will be able to:
1. Demonstrate awareness for creativity by producing original designs in class.
2. Develop a basic understanding of art fundamentals and graphic design processes.
3. Acquire entry-level skills in the use of the computer as a tool for creative expression.

Student Learning Assessment
Student learning will be assessed via submission of the following:

GRAPHIC DESIGN PROJECT (80%)
Through the study and research of the history of West Texas you will create a design for a poster to promote the City of San Angelo or your home town using digital imaging and graphic illustration as it applies to visual communication art. Themes can include art, music, sports, landmarks and tourist attractions.

REPORT PAPER (10%)
Student will produce a summary report paper related to their graphic design project.

ORAL A/V PRESENTATION (10%)
Oral A/V presentation will be approximately 3-5 min. long and must include the student's artwork.

USE OF UNIVERSITY RESOURCES
Porter Henderson Library, The West Texas Collection
2nd Floor, Houston Harte University Center
ATTENDANCE IN THE FACULTY LECTURE SERIES
Date: TBA

Recommended Textbooks
Graphic Design Solutions by Robin Landa; The Digital Designer 101 by Stephen Pite

Recommended Supplies
Pens/pencils, sketchpad, USB flash drive, ASU web account, and lab access to Carr 202 computers. No textbook is required but adequate library, writing center, and online resources will be provided.
**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 critique 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 beginning of class on the due date. Late work will be reviewed on an individual basis and only accepted in case of a documented excused.

**Grade Breakdown**
Projects are determined by specific criteria, each assigned with a value between 1– 4 and calculated equally per project to arrive at a final course grade at the end of the semester. Late work will be reviewed on an individual basis and accepted only in case of documented health, university or family reasons. Unexcused late projects will be marked down one (1) letter grade for each day the project is late.  
A (4.0) to A- (3.5) Outstanding to excellent work in projects and assignments; strong class participation in class critiques and regularly attend class  
B (3.9) to B- (2.5) Creative to distinguished work in projects and assignments; follows instructions and regularly attends class  
C (2.0) to C- (1.5) Satisfactory to 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-attendance/submission

**Coursework**
Each project will be provided with a detailed project spec sheet. Be sure to follow the instructions carefully. Re-read the directions again prior to submitting your projects. Failure to comply with these instructions will affect your grade. We will critique work-in-progress as well as finished projects. 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 in your development as a creative professional. Creating the work is only part of the process – you must be able to present your work as the right solution to the given design problem. Unless instructed otherwise, work must be in the following formats (PDF, JPG, AI, PSD) to be accepted for class viewing, review, or grading.

Any artwork brought into class after a graded class critique has started will be counted as LATE if accepted, and reduce to the next lower grade. All work will be due at specific dates as outlined in the project spec sheet schedule, and will be due at the beginning of class.

**Backing Up Your Files**
Losing work due to a failed digital media, lost, or overwritten files is not an excuse for late work. Students are expected to have an effective backup digital strategy for all their working and final projects. Please note that lab computers are normally erased at the end of each week or month for maintenance.

**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 assistance provided in class, it is your utmost responsibility to further develop the essential technical computer skills needed to complete your assignments.

**Student Honor Code and Academic Integrity**
This class is focused on generating and developing your own ORIGINAL designs. This does not mean that references can not be used, but copying, tracing, or using the actual work of others without documenting or showing major significant modification through your own design decisions can lead to failing the assignment or the course. Violations of academic integrity are very serious
matters and are clearly documented in the ASU Student Handbook. The artwork submitted in class is expected to be the student's own work and must be completed for that particular class and assignment only. Plagiarism means intentionally or knowingly representing the words, artworks or ideas of another as one's own. You must be very clear about attribution of sources and must know how to cite sources in a paper. Please see full Honor Code Policy at [http://www.angelo.edu/forms/pdf/Honor_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

**Attendance Policy**
Regular attendance is required and will be taken daily by a sign-in attendance sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present on that day. Failure to sign the attendance sheet will result in an unexcused absence!

- 3 Tardiness (15 minutes or more) = 1 Absence
- 3 Unexcused Absences will reduce your final course grade by 1 letter grade
- 5 Unexcused Absences will reduce your final course grade by 2 letter grades
- 6 Unexcused Absences will result in Failure from class

An excused absence will be granted only for documented health, university and family purposes. This means you must provide official medical documentation such as official doctor's note, legal appointments, official university and government events, etc. to be excused.

**Religious Holy Day**
A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from class for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Classroom Expectations**
The theme of this class is RESPECT. I will treat you with respect and I expect the same treatment from you. In addition, I ask that you also be respectful to your classmates. It is also the responsibility of all students to secure their personal items during and after class. Avoid coming habitually to class. All phones are to be turned off or silent mode during class. This also means text messaging, pagers, handheld video games, etc. Please wear the proper attire suited to working in a studio course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated in class and will be reported to the Art Office immediately. Students who continue to display rude and disrespectful behavior will be given a warning. If the behavior continues, students will be asked to leave the class. The student must meet with me before he/she can return to class.

If the behavior still continues, the student must meet with the Art Program Coordinator to discuss the situation before being allowed back in the class. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide support and pro bono design services for non-profit organizations/university departments in need of assistance, attend field trips, and art workshops located both on and off campus.

**American Disability Act**
Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request and to implement academic accommodations.

It is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

**Art Major/Minor Meetings**
All art majors and minors are to meet three times a semester for a general meeting, as part of the requirements for this course. The meetings will take place on 4:00 pm Wednesdays or Thursdays unless they are Symposium Fridays in which case other time options will be available. Failure to attend any of these meetings without notifying the faculty and setting up an alternative
assignment will result in 2 points being deducted from the grade in this course for each meeting missed, when proper notification has not been submitted, as designated above. Please contact the Dr. Randy Hall, Art Program Coordinator if you have any further questions regarding this matter.

Important Item to Remember
Carr 202 is an open lab. It is the responsibility of all students to SECURE AT ALL TIMES their personal safety and property before, during, and after class hours while in university premises.

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

Friday, September 18, 2020
Last day to drop a class or withdraw from First 8-week Session of Fall 2018

Course Schedule
These approximate dates may change or overlap. Dates and information will be given in project spec sheets throughout the semester.

Week 1  Lecture and Exercises
Week 2  Lecture and Exercises
Week 3  Lecture and Exercises
Week 4  Library Orientation, University Lecture, Fine Arts Exhibition
Week 5  PROJECT 1
Lectures/research, Initial project ideas
Lab hour production work
Individual written summary

Week 6  PROJECT 2
Lectures/research, Initial project ideas
Lab hour production work
Group written summary and oral presentation

Week 7  Finals
Tentative Important Dates
First Day of Class    Aug 17
Labor Day            Sept 7
Last Day to Drop     Sept 18
Final Exams          Sept 30

Disclaimer
This syllabus is subject to change or revision at any time during the semester. You will be notified of any changes or will be issued a new syllabus. It is the responsibility of the student to note and be aware of any changes if they occur.