GRAPHIC DESIGN With ADOBE Illustrator – GS 1181
August 23 – October 13, 2021 (8 Weeks)
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

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 design 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 ASU 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 image.
USE OF UNIVERSITY RESOURCES
Porter Henderson Library,
The West Texas Collection, Mayer Museum.

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

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
4 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.

Syllabus Statement Fall 2021

Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and livingenvironment 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 ViolenceElimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior ofa sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IXCompliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

Online:	www.angelo.edu/incident-form
Face to Face:	Mayer Administration Building, Room 210
Phone:	325-942-2022
E-Mail:	michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325 486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State'spolicy please visit: www.angelo.edu/title-ix.

Course Calendar
Week 1 –
2 Article summaries
Information literacy session @ library
- Information literacy session
- Faculty lecture series
- Poster design project
- Art assessment test
- Attendance policy
Week 2 –
WTC grouping (2 students)
WTC visit appt next week
Watch GD artist video for article summary I
Essay questionnaire
Recap GD article summary I
Week 3 –
WTC client visit
Spec sheet for WTC grouping
Collect GD article summary I
Week 4 –
Lab hour (Illustrator exer)
Week 5 –
Lab hour
Week 6 –
Lab hour
Week 7 –
Printing of artworks
Attend faculty lecture series
Week 8 –
Recap WTC article summary II next meeting
Class project presentation
WTC art display set up
Collect WTC project and article summary II

Friday, September 30, 2021
Last day to drop this class or withdraw from First 8-week Session of Fall 2021

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.