INSTRUCTOR’S INTRODUCTION
Introduction to be given on the first day of class.

DEFINITION OF GRAPHIC DESIGN
Graphic Design is the art of visual communication that combines images and words to express an idea to convey information or instruction to an audience. A graphic designer is responsible for arranging and using elements on different types of media such as an advertisement, a poster, a package or a website. These days most designers rely on the common graphics software programs: Adobe CS – Photoshop, Illustrator and InDesign.

COURSE DESCRIPTION
Students will explore the fundamental principles of design as applied to graphic communication. Students are introduced to basic terminology, tools, and mediums. Major topics covered are symbol identification, letterform and typographic design. This class is a hands-on studio/lab course coupled with lectures, discussion and critique. In-class work-time is structured in order to provide individualized instruction and assistance with the design process. Students are expected to spend 5 hours 40 minutes in the classroom per week and should anticipate a minimum of 5 to 6 additional hours outside of the classroom per week to complete assignments successfully.

COURSE PREREQUISITE INFORMATION
Pre-requisites are ARTF 3101, 3102, 3104 (Basic Design 1, Basic Drawing 1 and 2). The student is expected to have completed Graphic Design 1 (Computer Graphics) or to be taking it in the same semester. Students are expected to have an understanding of the fundamentals of visual elements (line, shape/mass, value, texture, color, etc.) and the principles of design (unity/variety, balance, proportion(scale, visual weight, etc.). A basic knowledge of art history is very helpful. It is crucial that students have already developed competent drawing skills in order to succeed in this course.

COURSE GOALS AND OBJECTIVES
This is the second but most basic of the nine (eight required for BFA, seven for BA) sequential courses in graphic design. It utilizes skills and knowledge acquired in its pre-requisite courses and applies them toward seeking graphic solutions for visual communication problems. The goal is to introduce rudimentary concepts in graphic design by learning common terminology, basic design skills and studio practices. Another important goal is to develop a positive attitude and good work ethics.

COURSE OUTCOMES
The student who completed this course will have:
- experience and basic competency in the formulation of graphic communication ideas from defining the problems to research, conceptualization, to thumbnails, roughs and semi-comps to finished presentation.
- knowledge of basic drawing and inking materials, drawing surfaces, cutting tools, mounting and presentation techniques.
- an improved understanding of the graphic design profession.
- an improved understanding and competency in the ability to realize and express ideas.

Note: Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well a student understands and uses a process or skill. Confidence is defined as a student’s willingness and self-trust in her own abilities to use the skills and processes learned during this course. Confidence is the element of each student’s progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or
competencies and his willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

ASSIGNMENTS
In the course of the semester, we will deal with a number of projects/assignments (approximately 8-10). They progress in increasing degrees of difficulty. The instructor will introduce each project verbally. It is crucial that the student understands the assignment at this stage. The student is encouraged to clarify the requirements by asking questions before embarking on the research and drawing. Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.

EXAMINATION
A final written examination is scheduled on the first scheduled day of the Final Exam Week. The exam covers all materials in lectures and discussions covered in class, outside readings and textbook. The exam carries the weight of on project. Tentative date: Monday, Dec 8, 1:00 pm – 3:45 pm

ACTIVITIES
Through lectures and assigned projects, the student learns basic shape representation, symbols/icons, letterform and typography. The class starts with simple black and white line/shape representation, then moves on to more complicated and multi-color images. The student learns to seek optimum solutions to visual problems, understands gestalt perception, acquires techniques of free-hand drawing, inking, image enlargement-reduction, transfer, cutting, mounting, presentation and other basic studio skills. S/he learns art evaluation through critiques and discussions of peers’ work. The student also learns the rules of pricing, ethics of the profession, the importance of meeting deadlines and honoring agreements.

Assignment topics may include but not limited to:
1- Introduction to basic design principles
2- B/W Shape identification using lines
3- B/W Shape identification using shapes
4- Introduction to letterforms
5- Hand lettering
6- Introduction to typography
7- How to use typography
8- Identity – icons and types

GRADING STANDARDS AND CRITERIA
Definition of grades:
A represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
B stands for above average performance, going beyond expectation.
C stands for average and adequate work that fulfills requirements and expectations (the majority of students start at this level). This is the minimum grade required to continue on to the next graphic design level.
D represents less than average performance and is considered underachieved. Credit given.
F is for unacceptable performance. The student will receive no credit.
I will be considered for students completing satisfactory or better work 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 While the instructor may withdraw a student due to excessive absences and/or unacceptable performance, the student is responsible for withdrawing from this course if she/he chooses to drop out. The withdrawal option must be completed on or before the final course drop date (Oct 31).

Graphic Design 2 is a grade-based course and is not available for audit or pass/fail options.

Standard of evaluation is based on the quality of work and performance, defined as:
- Aesthetic merits of the artwork
- The way the particular problem is solved
- Depth of research
- Willingness to experiment
- Quantity of preparatory works, sketches and thumbnails
- Full participation and involvement in class critiques and discussions
- Positive attitude

**CLASS ATTENDANCE**
Attending all classes and remaining in the classroom is mandatory. **THE FOURTH ABSENCE WILL LOWER FINAL GRADE BY ONE LETTER POINT.** Tardiness constitutes one half of an absence. The student is responsible for missed information while away from class. Attending class but not working in class, and early withdrawal from a class are all regarded as being absent. Participation in all brainstorming, group discussions and critiques is the nature of a studio class. It cannot be made up or substituted.

**PARTICIPATION**
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 participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance. Every accommodation will be made to students who would like to stay and work beyond class time. Lab open hours are posted on the entrance to the labs.

**IN INVOLVEMENT**
Individual consultation with the instructor is always welcome. Students are encouraged to discuss with the instructor progress of their projects. When the instructor is unavailable, correspond via e-mail and JPG or PDF attachments, preferably under 1MB. Participation in the collaborative group environment of the studio is essential.

**BEHAVIOR AND ETIQUETTES**
Appropriate classroom behavior and common social etiquettes are expected. **Cell phones must be turned off and stowed away. There will be ABSOLUTELY NO OUTGOING, INCOMING CALLS and TEXTING INSIDE THE CLASSROOM and THE LAB. FINAL GRADE WILL BE LOWERED BY ONE LETTER POINT WITH THE SECOND OFFENSE.** It is permissible to listen to music, on low volume with ear buds, when no one is addressing the class.

**MATERIALS AND SUPPLIES**
**TEXTBOOK:**

**REQUIRED ITEMS:**
- Drawing pad: *Bienfang 360 layout pad 50-sheet 14”x17”*
- Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9”x12” suggested), handmade encouraged
- Illustration boards: Good quality single-ply, hot press (i.e., smooth) (Branbridge172, *LetraMax 1000/2000*)
- Plastic cutting mat (recommended size 16” x 20”)
- Black construction paper, one large sheet [for the first project(s) only]

**INDISPENSABLE ITEMS:**
- X-Acto knife with extra #11 blades
- Graphite pencils (2B, B, HB, H, etc.) (Automatic pencil unacceptable in this class)
- Stainless steel ruler with cork backing, 18” recommended
- T-square, stainless steel recommended or aluminum (30” recommended)
- Plastic triangles, 45/45, 30/60 (8” or larger recommended)
- Utility (mat) knife with fresh blades
- Black mount- (or mat-) board, 15” x 20”
- Spray adhesive and/or rubber cement
- Black markers, assortment of fine, ultra-fine tips, (*Uniball, Pentell, Sharpie*)
- India Ink (black)
- Sable brushes (#3, 6, etc.)
- Plastic eraser and eraser shield
- Dusting brush
- White glue

**ITEMS THAT ARE USEFUL:**
- Digital transfer device -- USB flash stick
- Drafting tape
Opaque white-out ink (*Pen-Opake*)
Colored pencils, set or assortment
Gouache (opaque watercolor) set or assortment with palette
Chisel point pencils (2B, 4B)
Sandpaper block
Printout paper (Ink cartridges are provided by the Department. Each student will be responsible for his/her own paper): Epson Stylus Pro 4880 Ink Jet Printer Presentation Paper, 13” x 19”, Matte (#5041069), 3-Star 100-sheet. Order it online at epson.com or amazon.com (around $34.20) (Do not buy glossy paper).

DREAM LIST:
MacBook Pro G5 with Adobe Creative Suite CS6 package
Backup device -- external hard drive

CHEATING/PLAGIARISM
Cheating is unethical and illegal. Plagiarism is using information or images that do not belong to you in a project without giving credit to the source of that information or image. 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
The instructor will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first week, 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 in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:
Web: http://www.utep.edu/dsso
Phone: 915-747-5148
Fax: 915-747-8712
E-Mail: mailto:dss@utep.edu?subject=Disabled%20Student%20Services

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**Graphic Design 2 - ARTG 2326 syllabus acknowledgement 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.

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<tr>
<th>Course # ARTG 2326</th>
<th>CRN # 12869</th>
<th>Semester Date – Fall 2014</th>
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Name (print) __________________________________________________________

Signature ____________________________________________________________

UTEP Student ID # _______ - _______ - ___________