

Course information & syllabus ART4420 Graphic Design Studio

Course description

This course emphasizes the design of projects worthy of an interview portfolio - creating finished comps, developing valid rationale, and delivering professional presentations. This will be a demanding class - standards and expectations are high: excellent work, on-time attendance, proper speech and grammar, class participation, and impressive presentations.

Instructor contact info

Dr. Jim Watson, Professor of Design
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If you've come to this place looking for comfort, I urge you to rise, walk through yonder gate, and don't look back.

Ruth Simmons, Brown University

Course objectives

To help students grow as decision makers, creative problem solvers, and persuasive communicators; to:

- open their minds to see and think in new ways.
- practice asking the right questions.
- improve self-confidence and assertiveness.
- practice clear communication of message content.
- refine layout, composition, and typography skills.
- meet deadlines.
- develop valid and persuasive rationale.
- make effective oral and written presentations.
- work with other students in a team environment.
- build a body of impressive design work.



Resources

For readings, websites, and books - bookmark the website to the left.

Recommended reading

- *The Cheese Monkeys* by Chip Kidd, *Blink*, *Tipping Point*, *Outliers* by Malcolm Gladwell, *Freakonomics*, and anything by Tom Peters
- *CA*, *Print*, and *Before & After*
- Lifestyle magazines (*Metropolis*, *Wallpaper**, *GOOD*, *Dwell*)

Grading and evaluation

Course grade Average of points earned:

65% Major projects

35% Minor projects, class exercises, participation

Grading criteria

Points are rewarded, on a scale of 0 to 100, as follows:

80 - 99 exceeds criteria and shows initiative.

70 - 79 meets the project specs and criteria.

1 - 69 does not meet specs nor basic criteria.

0 not turned in by deadline.

Grading scale Points to letter grades:

90 - 100 = A (89.5 +)

80 - 90 = B (79.5 - 89.4)

70 - 80 = C (69.5 - 79.4)

60 - 70 = D (59.5 - 69.4)

0 - 60 = F (0 - 59.4)

Course information

Course Format

Studio based projects with interim and final critiques, in-class exercises, and tests will be included. It is up to the student to achieve fluency in computer use.

Class attendance

Attendance will not be taken; missing a class will limit information from the instructor and the other students

and result in a grade of 0 for that day's assignment.

Plagiarism

If it's not your idea, you can't use it. If a designer copies anyone's ideas, designs or writings and tries to pass it off as his/her original work the designer will receive a zero for the assignment or project.

Oral communication

Ignorant vernacular (*ya know what I'm sayin? whatever, uhm, like*, etc.) will result in interrupted correction and possible loss of participation points.

Meeting deadlines

Each project and class assignment must be turned in by its deadline - usually at the beginning of class. A grade of zero will be earned for late work unless arrangements have been made *in advance* by phone, text, or email.

Reread the previous two sentences and make sure you understand the consequences. Consider that you and I have a business appointment - if you are going to be late, notify me *before* our scheduled meeting.

Project specs

It is the designer's responsibility to understand project specs and deadlines. *You didn't tell us* isn't a valid excuse.

Making excuses

These excuses are unacceptable: *the printer wasn't working, I lost my file, left it at home, woke up late, that's the way the computer set it, car wouldn't start, I didn't have enough time*. The only valid excuses are *I didn't think about it* and *I didn't plan ahead*.

How to earn an A

Attend class regularly and on time, meet deadlines, take thorough notes, conduct thorough research, manage time efficiently, do more than is asked for, participate in discussions and critiques, show strong sense of design, and do not settle for 'good enough'.

Course project options

- Wine bottle label design
- Package design
- Values & ethics
- Identity and stationery package
- Performing arts poster
- Signage program
- Invitation/announcement
- Graphic campaign