GRA3102C GRAPHIC DESIGN STUDIO 1
SPRING 2016

Class Times:  Tuesday and Thursday 8:00-10:40
Location:  Department of Art, Bldg. 82 Room 264
Instructor:  Amy Ruddick
Office:  Room 265
Email:  aruddick@uwf.edu
Office hours:  email for an appointment

COURSE CATALOG DESCRIPTION:

A further exploration of Typography as a compositional tool with a specific focus on the architecture of the letterform, the typeface, and the logo. Students will enhance vector illustration skills. Conceptualization of the interaction arising from the employment of display type, illustration, and image including vector-based illustration and bitmap images. Students will work to gain control over the interaction of perceptual and conceptual compositional elements to enhance visual communication skills.

PURPOSE:

The purpose of this course is to:

- Enhance students ability to control the integration of design elements with intention.
- Use design principles in one’s approach to visual problem solving.
- Understand the way in which visual relationships effect the substance of ideas conveyed.
- Develop an understanding of perceptual and conceptual responses to design and an ability to order a response to one’s designs.

STUDENT LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Create a variety of products that incorporate text, graphic, and photographic elements in visually stimulating and compelling ways.
- Create and critique works of art at a level that reveals a firm grasp of the elements of design and their role in communicating visual ideas.
- Complete project specifications within preset time constraints.
- Constructively criticize each others products and incorporate that criticism into positive change.

COURSEWORK AND COURSE REQUIREMENTS:

Coursework will include:
Exercises designed to teach design fundamentals and enhance understanding of design software.
Larger scale projects encompassing research, analysis, and visual exploration (from thumbnail
sketches through proof to final presentation). Blog posts in written and visual form based on assigned readings.

Course Requirements:
Students will maintain a design portfolio blog to post work. Assignments must be posted to the blog by the deadline specified by the instructor. This blog will pertain to this class specifically.

Students must maintain external files of their work. Students should back up all work in at least two additional places that are not the computer lab computers. Files stored on lab computers are subject to erasure. Maintenance of student files on lab computers cannot be guaranteed during the course. Copies of ALL original coursework files must be handed in at the end of the semester as part of the design portfolio.

ATTENDANCE:

Class attendance is mandatory. Your projects will be based on the ideas and concepts discussed in class. The instructor will teach design software during the class. THE STUDENT IS 100% RESPONSIBLE FOR ANY INFORMATION LOST DURING MISSED CLASSES. Everyone is allowed 3 excused absences without documentation. After the 3 excused absences without documentation are used up for every additional class you miss your grade will be reduced by 1 letter grade. Having a work scheduling conflict with the class meeting time is not a legitimate reason for absences. Students who arrive late to class or who leave class inordinately early will be considered to have a poor work ethic and will be penalized when determining their final grade.

Reasons for excused absences include critical illness (that is, one that requires consultation with a physician) of you or an immediate family member, military service, jury duty or subpoena for court appearance, or a university approved function. You must bring documentation for your absence before or within one week of your absence.

Participation in class critiques is part of your final grade. The final grade will be significantly lower for students who do not participate in or choose not to attend class critique.

GRADING:

Grading is based on student attendance, participation, effort, blog posts from assigned readings and growth as a designer.

Evaluation of individual projects:
• Effectiveness of the Imagery to provide a thoughtful response to the proposed problem
• Skill of execution
• Fulfillment of assigned physical specifications
• Physical presentation
• Work ethic and course wide development as a designer
• Participation in classroom critique and discussion
• Maintenance of design portfolio blog
• Maintenance all files created in class and presentation of final portfolio
• Blog posts in written and visual form based on assigned readings.
FINAL GRADE:
• Semester long work ethic and course wide development as a designer.
• Participation in classroom critique and discussion.
• Maintenance of design portfolio blog.
• Maintenance of all files and portfolio and submission of all files and final portfolio.
• All Blog posts in written and visual form based on assigned readings completed by the assigned deadlines and thoughtfully executed.

COMPUTER LAB RULES:
• No food or drink is allowed in the computer labs. SERIOUSLY!
• Students must wear headphones when working with sound.
• Students must store their files externally. Files left on the lab computers will not be maintained. The lab computers will be wiped and re-imaged periodically throughout the semester without warning. There is no backup!
• The print office is for lab assistants only. No entrance unless accompanied by instructor and only during your class time. The lab assistants will do all large format printing for students.
• Printers are a privilege reserved for the students enrolled in the Digital Media and related art courses; you may not print for other classes.
• Please remember we are sharing these computers among several classes; please treat them in a manner that will ensure their cleanliness, longevity, and usefulness to all digital lab users and fellow classmates.
• In general students may use the computing resources during off class times. Do not assume you can use a vacant machine during another class period. Check with the instructor first!

CLASSROOM BEHAVIOR:
Classroom courtesy is essential. Students who attend class are motivated to learn and are annoyed when other students engage in disruptive behavior. Cell phones, beepers, chatting with friends, making noise and similar behaviors are annoying and distracting to other students. Please respect the right of each student to hear the lecture and participate in class discussion. Turn off all cell phones and beepers during class (or put them on buzz and sit near the door if a personal emergency requires that you be available to the outside world during class). If you must respond to a call or feel the need to converse with a classmate, please leave the room so that your activities will not disrupt class or interfere with the at-tention of other students. Student anxiety during an exam increases their sensitivity to noise and distractions. Please be particularly attentive to the effects of your actions and help maintain an appropriate environment during exams.

UNIVERSITY POLICY ON ACADEMIC CONDUCT:
The Student Code of Conduct sets forth the rules, regulations, and expected behavior of students enrolled at the University of West Florida. Violations of any rules, regulations, or behavioral expectations may result in a charge of violating the Student Code of Conduct. It is the student's responsibility to read the Student Code of Conduct and conduct themselves accordingly. You may access the current Student Code of Conduct at http://www.uwf.edu/judicialaffairs. This site also houses the new Academic Misconduct Policy that went into effect on August 19, 2009.

ASSISTANCE FOR STUDENTS WITH SPECIAL NEEDS:
The Student Disability Resource Center (SDRC) at the University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, please notify the instructor as soon as possible. You may contact the SDRC office by e-mail at sdr@uwf.edu or by phone at (850)474-2387. Appropriate academic accommodations will be determined based on the documented needs of the individual.
WEATHER EMERGENCY INFORMATION
In the case of severe weather or other emergency, the campus might be closed and classes cancelled. Official closures and delays are announced on the UWF website and broadcast on WUWF-FM. Weather Emergency Information WUWF-FM (88.1MHz) is the official information source for the University. Any pertinent information regarding closings, cancellations, and the reopening of campus will be broadcast. In the event that hurricane preparation procedures are initiated, the UWF Home Web Page and Argus will both provide current information regarding hurricane preparation procedures, the status of classes and the closing of the University.

Emergency plans for the University of West Florida related to inclement weather are available on the following UWF web pages:

Information about hurricane preparedness plans is available on the UWF web site:
http://uwfemergency.org/hurricaneprep.cfm
Information about other emergency procedures is available on the UWF web site:
http://uwfemergency.org/