

Advanced Graphic Design

ART 4091

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 TR 11:00-1:50

Course Description

Advanced development of graphic design skills with emphasis placed upon conceptual development, research, visual and written messages, multi-task time and materials management, budgets and production. Assignments will include concept, design, positioning / marketing and layout with expanded emphasis on creative teamwork, group and personal production scheduling, team critiques and time management, studio procedures, photographic art direction, pricing and presentations.

Course of Study*Overview:*

- Portfolio Design & Preparation
- Preparation for a Career in Graphic Design
- The Design Studio Operations
- In-House Operations
- The Creative Team

Review of Problem Solving Methodologies:

Each of you will be expected to use all of the creative methodologies for innovative problem solving that you have learned in art 1080 Introduction to Communication Design, art 2084 Graphic Design and art 3080 Advertising. You will be expected to work at an advanced level of conceptual thinking, creative management and production. The professor's role will be that of a guide and observer.

Throughout this semester each of you will be working in teams. The class will be responsible for the majority of creative feedback and time management structure.

Procedure*Each team will be responsible for the following:*

Team Management, Project Scheduling and group critique. The professor will provide a daily meeting schedule but will not produce a daily work schedule of what is due, how much is due and when it is due. This is a major group responsibility and will be required immediately after each group has reviewed class requirements.

Course Structure

This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent in in-class work, lecture and demonstration.

Projects

Assignment 1: Portfolio and Promotion—Format and Design	15%
Assignment 2: Major Campaign	60%
Assignment 3: Identity Marks	
Mark #1 with complete stationery system	10%
Mark #2	5%
Mark #3	5%
Mark #4	5%

Student Evaluation and Assessment

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy – attached), daily deadline performance and participation.

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Attendance Policy

See attached

Disabilities Accommodation

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT OYce of Disability Accommodation, University Union, room 322. The School of Visual Arts Policy on Accommodation is available upon request in the Art Building, room 107. Further questions and problems on accommodation may be addressed to Associate Dean Marian O'Rourke Kaplan, the School Accommodation Liaison, Art Building, room 111.

Course Risk Factors

This course has a Risk Rating of Level 2

Level 2—Courses in which students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to X-acto knife usage, adhesives and fumes, and repetitive stress injuries related to extended computer use.

Emergencies

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

Center of Student Rights and Responsibilities

As a student you have rights and responsibilities within the academic community. See www.unt.edu/csrr for more information.

The right to change this syllabus with or without notice remains at the discretion of the professor.

Attendance Policy	<p><i>Agreement of Terms and Conditions</i></p> <p>Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll. You will receive two (2) free tardies. Beyond that, every four tardies will equal one unexcused absence.</p> <p>Only two (2) unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a grade of F for the class.</p> <p>There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable.</p> <p>If you are absent, you are responsible for contacting a class member in order to get any information or assignments that are given. The instructor will not have any class time to repeat missed lectures or assignments.</p> <p>Do not call the main office to leave the professor a note that you are missing class for any reason. Under no circumstance should you leave a project with anyone at the main office. The office will not take projects for professors.</p>
Grading Policy	<p>All projects are due on the day and time given. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.</p>
Plagiarism	<p>Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitute plagiarism. Plagiarism will result in immediate failure of the class and may result in expulsion from the university.</p>
Disciplinary Procedures	<p>Disciplinary Probation, Suspension from the University, Expulsion (permanent), or Revocation of Degree. (See student guidebook)</p>

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RISK FACTOR: LEVEL 2

I, _____, acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

NAME (PRINT)

SIGNATURE

DATE

Contact Information:

YOUR E-MAIL ADDRESS

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?

Please check: Yes No

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?

Please check: Yes No