

ART 4230 — Graphic Design II

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COURSE DESCRIPTION This course builds on the principles and concepts presented in ART 3230 Graphic Design I. In addition to advanced problems in graphic design, you are free to pick an emphasis on one of the three areas: print design, web design, and animation.

PRE-REQUISITES ART 1120, ART 2210, ART 3230, or approval.

REQUIRED TEXTS / MATERIALS No text book is required for this class, however, each student need to have a sketchbook to collect visual elements, to doodle, and to sketch. You will be asked to turn in your sketchbook for review from time to time. You are also expected to have a portable storage device (iPod, USB drive, etc.) to store your digital files.

MEETING TIME / LOCATION M, W, F, 8:00 – 9:50 am / Centrum Mac Lab

OFFICE HOURS M, W, 3:00 – 5:00 pm

COURSE OBJECTIVES

1. To further explore graphic design in the area of students' own interests.
2. To build a solid portfolio for students' future career.
3. To prepare students for a broad range of careers in design industry.

COURSE PROCEDURES The course consists of three parts, lab, critiques, and individual attention.

1. Lab (Mondays). All students will be in attendance. Lectures and demonstrations will be given on this day if there is any. Also on every Monday, you will present to the class an example of which you consider to be a good design. This could be a web site, animation, or print design. Your research will count as the lab points.
2. Critiques (Wednesdays). All students will be in attendance, on time with the required assignment completed.
3. Individual Attention / Work Day (Fridays). All students will be in attendance.

GRADING

1. Preparation points cannot be made up.
2. Late assignments = 5% grade cut.
3. Most assignments may be redone and re-graded.
4. No late assignment will be given the option of re-grading.

PERCENTAGES

100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

PROJECT GRADING GUIDE Grading will be based on following criteria:

1. Composition. Strong visual impact at first sight.
2. Appropriate selection or creation of visuals and typefaces.
3. Type or text in relationship to imageries.
4. Visual hierarchy.
5. Typography.
6. Completeness of the project.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on computer skills.

PROJECTS	1. PROJECT 1	20 points	3. PROJECT 3	30 points
	Comp	*1 point	Comp	*1 point
	Refinement	*1 point	Refinement	*1 point
	Prefinal	*1 point	Production	*1 point
			Production	*1 point
			Prefinal	*1 point
	2. PROJECT 2	25 points		
	Comp	*1 point	Class Participation	5 points
	Refinement	*1 point	Lab Points	8 points
	Production	*1 point	*Preparation Points	12 points
Prefinal	*1 point			
		Total	100 points	

PROJECT ONE

Print design emphasis will create a 6 page commercial brochure. Its subject and size are up to you. It could be a product brochure, company brochure, or travel brochure. Print your final design in color and trim it to actual size. Present it as a real thing.

Web design emphasis will design and build a commercial website with at least two levels of navigation and three sublevel pages. Using Flash and CSS are optional.

Animation emphasis will create a 30 seconds TV commercial with sound. Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps.

Talk to me if you would like to do an independent project.

PROJECT TWO

Print design emphasis will create a music CD cover and insert, together with an 11" x 17" promotional poster. Print your final design in color and trim it to actual size. Present the CD cover and insert in an actual CD case and mount the poster onto a foam core.

Web design emphasis will design and build an entertainment website with the following elements: 1) A homepage. 2) Three levels of navigation. 3) At least three second level pages. 4) At least three third level pages. 5) A style sheet applied to the site design unless it is a Flash based site.

Animation emphasis will create a 30 to 45 seconds title sequence with sound. Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps.

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PROJECT THREE

Print design emphasis will create a 12 page art & design related magazine with at least three articles, including its cover and content page. Its size is up to you. Print your final design in color and trim it to actual size. Present it as a real thing.

Web design emphasis will design and build an art & design related website with the following elements: 1) A homepage. 2) At least three levels of navigation. 3) At least five second level pages. 4) At least six third level pages. 5) A style sheet applied to the site design unless it is a Flash based site.

Animation emphasis will create a two minutes short movie with sound. Pick a title or subject which is non-commercial. Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps.

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PROJECT STEPS

Step 1. RESEARCH / CONCEPT DEVELOPMENT. Determine your target audience. Gather visual elements related to the project based on your research and developed concept.

Step 2. COMP / LOOK & FEEL. Comp refer to a comprehensive layout of your proposed design for the project. The look & feel of a graphical user interface comprises aspects of its design, including elements such as colors, shapes, layout, and typefaces (the "look"), as well as the behavior of dynamic elements such as buttons, boxes, and menus (the "feel").

Step 3. REFINEMENT. Making necessary changes and modifications to your design based on critique and feedback.

Step 4. PRODUCTION. With your refined comp / look & feel approved, You can now start to produce the final work.

Step 5. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 6. FINISH. Final and complete project.

CLASS SCHEDULE

Monday	Wednesday
Jan. 8 Introduction	Jan. 10 Project 1 comp / look & feel
Jan. 15 M. L. King Day (no class)	Jan. 17 Project 1 refinement
Jan. 22 Lab	Jan. 24 Project 1 prefinal
Jan. 29 Lab	Jan. 31 Project 1 finish
Feb. 5 Lab	Feb. 7 Project 2 comp / look & feel
Feb. 12 Lab	Feb. 14 Project 2 refinement
Feb. 19 President's Day (no class)	Feb. 21 Project 2 production
Feb. 26 Lab	Feb. 28 Project 2 prefinal
Mar. 5 Lab	Mar. 7 Project 2 finish
Mar. 12 Spring Break (no class)	Mar. 14 Spring Break (no class)
Mar. 19 Lab	Mar. 21 Project 3 comp / look & feel
Mar. 26 Lab	Mar. 28 Project 3 refinement
Apr. 2 Work day	Apr. 4 Project 3 production
Apr. 9 Easter Break (no class)	Apr. 11 Project 3 production
Apr. 16 Work day	Apr. 18 Project 3 prefinal
Apr. 23 Work day	Apr. 25 Project 3 finish

ACADEMIC INTEGRITY

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.