

## **Adv. Graphic Design ART408 Spring 2010**

**3 Credit Hours**

**Note:** Syllabus dates and assignments may change. Keep notes about updates as assigned.

**Instructor: Anne H. Berry**

### **Contact information**

E-mail: [annehb@goshen.edu](mailto:annehb@goshen.edu)

Office Hours: T/TH, 10-11:30 a.m. in VA 13A

Office Phone: 7581

### **Semester overview**

This course is intended to provide students with a structure for advanced study in the field of design and help prepare them for work beyond Goshen College. The semester will involve three major components: A self-promotional design package, independent projects that focus on specific areas of interest and a comprehensive group/collaborative project.

### **Course texts:**

- *D.I.Y.: Design it Yourself* by Ellen Lupton (not required)
- Additional resources and reading materials will be posted on Moodle.

### **Grading**

Grades are based on a variety of criteria including concept, developmental processes, presentation, craftsmanship and meeting project deadlines.

Final semester grades will be determined based on the following components:

- 5% General preparedness, meeting deadlines, etc.
- 20% Class participation and collaborative work
- 25% Process development
- 50% Assignments and projects

### **Sketchbooks**

Students are not required to keep sketchbooks, but are still required to maintain some type of document/reference that shows evidence of design process and creative development throughout the course of the semester.

### **Materials**

Students should keep general art supplies on hand—pencils, markers, X-acto knives and blades, drawing paper, tracing paper, artists tape, spray mount, etc.—and are encouraged to split resources with one another whenever possible. Any additional materials will be announced as needed.

### **Attendance**

Attendance is mandatory. This course, which is a collaborative effort on the part of both the instructor and students, involves discussions and critiques that require class participation. Consequently, unexcused absences and continually arriving late and leaving early will negatively affect a student's final grade at the end of the semester.

Illness, family emergencies or pre-approved activities related to another class, such as class trips, are considered excused absences and will not impact a student's grade. (Please notify me ahead of time if you will be missing class.)

**Late assignments**

Assignments are due at the beginning of class on their specified due dates. Work turned in ten minutes after class has started is considered late and will be lowered one letter grade. Projects that have not been handed in by the end of the class period (on the day they are due) will be lowered two letter grades.

**E-mail policy**

I am more than happy to address questions or concerns via e-mail. Please be aware, however, that I will be unable to respond to messages sent after 8 p.m. (Monday-Thursday) until the following day. Likewise, I will respond to messages sent over the weekend the following Monday.

If you would like to meet with me in person, please stop by during my office hours or schedule a meeting time.

**Classroom ethos**

The classroom is meant to be a safe environment where students are free to express their thoughts and opinions without being disparaged. Criticism is an important aspect of constructive, artistic discussion, but feedback should be respectfully given and received. Anything less has the potential to disrupt the spirit of collaborative learning and may negatively impact a student's semester grade.

**Electronic devices**

As a general rule, electronic devices (i.e., cell phones, PDAs and iPods) must be turned off, silenced or put away during class.

**Plagiarism**

Papers you submit in this course will be checked for plagiarized material copied from the web, other student papers, and selected on-line databases. Cases of plagiarism are reported to the Associate Dean. Penalties for plagiarism are listed in the college catalog and range from redoing the assignment to dismissal from the college.

**Statement regarding disability accommodations**

Goshen College wants to help all students be as academically successful as possible. If you have a disability and require accommodations, please contact the instructor or Director of the Academic Resource and Writing Center, Lois Martin, early in the semester so that your learning needs may be appropriately met. In order to receive accommodations, documentation concerning your disability must be on file with the Academic Resource and Writing Center, GL113, x7576, [lmartin@goshen.edu](mailto:lmartin@goshen.edu). All information will be held in the strictest confidence.

The Academic Resource and Writing Center offers tutoring and writing assistance for all students. For further information please see [www.goshen.edu/studentlife/arwc/](http://www.goshen.edu/studentlife/arwc/).

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### Core competencies

- Students will be able to generate several design concepts for each assignment
- Students will be able to discuss their creative development process
- Students will be able to develop/hone their writing skills
- Students will be comfortable working collaboratively
- Students will be able to develop and apply practical (production) skills
- Students will be able to conceive of design in a larger/global context

### Course overview

Week 01-06	<ul style="list-style-type: none"> <li>• Art Department promotional campaign (collaborative project)</li> <li>• Design identity and self-promotion package</li> </ul>
Week 07-13	<ul style="list-style-type: none"> <li>• Art Department promotional campaign (collaborative project)</li> <li>• Individual projects</li> <li>• Work on building design portfolios</li> </ul>
Week 14-15	<ul style="list-style-type: none"> <li>• Present Art Department promotional campaign</li> <li>• Wrap up individual projects</li> <li>• Continue working on design portfolios</li> </ul>
Week 16	FINALS <ul style="list-style-type: none"> <li>• Present individual projects and design portfolios</li> </ul>
TBD	Guest lecture on business side of freelancing

### Topics and Issues

Attendance at Topics and Issues events is **required**. If you cannot attend, videos of the events will be available for you to view. Check Moodle for updates on times and locations.

Sunday 01.17.10	Ben Reed and Sue Hershberger Yoder 3:30 p.m., Hershberger Gallery
Sunday 02.07.10	Terry Evans 7 p.m., Reith Recital Hall
TBD	