

ART 2313 : Design Communication I
Fall 2023, T-TH 9:30pm-12:45pm, VAPA 201
Instructor: Ramon G. Deanda
Email: ramon.deanda@sulross.edu
Office Phone: 432-837-8258
Cellphone: 915-269-5693

Office Hours: 9am-11am UC 2103

Course Description:

HOW THIS CLASS WORKS AND HOW TO MAKE SURE YOU GET A GOOD GRADE (IN GENERAL)

The syllabus and problem statements will be your guide throughout the semester. Refer to them often. You will be responsible for knowing and understanding them. This studio will rely heavily upon the use of the Macintosh computer and several software packages including In Design, Illustrator, and Photoshop.

Course Objectives

By the end of this course students will:

- Acquire experience and technical skills in the use of a variety of artist's materials and studio processes;
- Show an understanding of basic design principles, concepts, media, and formats. The ability to place the organization of design elements and the effective use of drawing media in producing a specific aesthetic intent and a conceptual position. The development of solutions to aesthetic and design problems should continue throughout the degree program.
- Understanding of the possibilities and limitations of the drawing medium
- Learn to objectively analyze personal and peer artworks and present a critical review or commentary in both oral and written forms;
- Understand the process of creative thinking;
- Experience and enhance problem-solving skills and concept development through the exploration of various brainstorming strategies and design exercises;
- Broaden general awareness of design phenomena observed in art and nature as a means to better communicate ideas as unique and original artistic expressions.

Structure:

You are expected to take each project to a conceptual, creative, and innovative solution. This can be achieved only through adequate content and visual research, sketching ideation, and roughs to thoroughly develop the design. Only then should you go to start your final version.

Content research refers to any research, notes, readings, interviews, or anything that helps you understand both the project and the subject matter of the project. These should be collected and organized in your process binder.

Visual research refers to design examples you find that interest you or are related to the project, and imagery that gives you ideas to try out in your sketches or things you saw anywhere. You will be expected to collect at least 50 images for inspiration and/or research.

Demos: Any new material or idea introduced will be led by a detailed demonstration or presentation. Attendance is mandatory as students' presence and participation in demonstrations is crucial to the learning process.

Exercises: The best way to learn how to draw is to practice! In class, exercises will be assigned to reinforce terminology and develop technical skill.

Sketchbook Assignments: Do not expect that you can develop good conceptual design through only one idea or variation. You will be expected to have many ideas at critique and from those ideas, develop the best into a final solution. There will be Sketchbook Assignments assigned as homework to reinforce technical skills covered in exercises. This sketchbook will be a record of your interests, progression, and art making practice. Always bring your sketchbook to class as you will be required to work in it during class. Developing a sketchbook practice is an important step in becoming an artist - I recommend decorating the cover and bringing it with you wherever you go!

Unless otherwise stated, 50 sketches in small size are expected from you to attempt to solve the projects. Sometimes, this will be enough but other times, it will not be sufficient. This may be uncomfortable for you, but consider that in this industry, you are expected to have an ample and savvy visual vocabulary. The only way to excel at being a well versed designer is to exercise your creative mind through sketching and problem solving.

Projects: Each project will present new challenges and techniques to investigate. They will be given in conjunction with themes and techniques to be covered. Projects are more formal, finished works of art. You will be given time to work on these in class but will also require time outside of class. Projects will be formally critiqued by the class.

Documentation is part of each project. For each project you will submit design documentation or final process binder that includes, but is not limited to, preliminary sketches including thumbnails, roughs, color studies, etc., sequentially and neatly organized into a three ring binder, an ITOYA portfolio, or other appropriately bound format handed in with the final comprehensive.

Deadlines will be met in this studio. Late projects will not be accepted unless a natural disaster or an unavoidable tragic event has taken place. Due to the tight scheduling of projects, extensions will not be given. Work will be evaluated by a point system. An evaluation form will be returned with each project grade to give an objective appraisal of the work. Redoes will not be accepted for a higher grade. All

projects and quizzes must be completed to receive a passing grade in this studio. Projects are due at the beginning of class. No exceptions.

If you arrive late that day, your project will be considered late and will not be accepted. Attendance will be taken at the beginning of each studio period. You are expected to be in the studio on time and remain until the end, or until dismissed. If you are late (between 10-20 minutes or so) it is your responsibility to make sure that you are counted present. If you arrive to class after 40 minutes, you will be considered absent. If you leave early, you will be counted absent.

If you come unprepared for class, you will be counted absent. If 6 class days are missed, it will result in failing the class. You will be allowed three unexcused absences throughout the semester. Upon the fourth absence, your semester grade will be lowered one full letter grade, as it will for each three additional unexcused absences.

An excused absence will require a slip from your doctor or advisor or other appropriate person. You will be expected to read assigned readings. You will be quizzed over the information on our book and class lecture information

Critiques: At the completion of certain projects, a critique will be held where we will address the technical, conceptual, and formal issues presented. It is mandatory that all students participate in these discussions. Your grade for each project will be based on your work as well as your involvement in critique. Critiques are a chance to share, question, and learn from each other – providing constructive feedback while upholding an environment for growth.

Attendance & Class Participation: Art studio classes are performance-based and interaction with other students and the professor cannot be replicated outside of class time. Your attendance counts towards your participation grade in this course as well as your attentiveness during demonstrations, scheduled critiques, and your contribution to shop cleanliness. Being unprepared or failure to bring in required or assigned materials will also count against your participation grade.

Design classes are rigorous and time consuming. Do not expect that you can carry 15 or 18 hours, work 20 to 30 hours a week at a job, have an exciting social life, and also succeed in this studio or get an A on each project. Think about how to distribute your time and make mental adjustments regarding your expectations if you hold a full time or part time job that is time consuming or are in a club or group that has time demands. It is your responsibility to plan ahead and manage your time wisely.

ATTENDANCE IS MANDATORY and will be taken at the beginning of each class. You are expected to arrive on time and stay until the class is over. Arriving late and leaving early are disruptive and you will be considered absent if this is habitual. If illness is going to affect your attendance, please bring a doctor's note. Please note that excused and unexcused absences are both counted as absences. For both types of absences you are responsible for NOTIFYING ME ASAP. If you miss a demo, critique, or studio

clean up, it is **YOUR** responsibility to initiate getting the required information from myself and your fellow classmates.

You are permitted five excused or unexcused absences during the semester. Each subsequent absence, up to 9 absences or 20% of scheduled classes, will result in your course grade being lowered by 5 points. After 9 absences, you will fail the course. If you are late three times (by more than 10 minutes) that will count as an absence. If you are late by more than 30 minutes you are counted absent. *Sul Ross policy states a student may be dropped after 9 (nine) absences and that one absence is equal to 50 minutes. More than two absences from a studio class will result in the lowering of the final evaluation by one letter grade. You may be dropped with Three (3) absences. Tardiness, and leaving early will be considered as partial absences, three of which will equal an absence. More than 8 minutes late is a tardy.*

After 5 absences (including excused) = grade dropped by 5 points
3 tardy arrivals = 1 absence
9 absences = failure

If for some reason you encounter an issue which makes you unable to attend class for an extended period of time (ie. -family situation, medical issues, etc.), please NOTIFY ME IMMEDIATELY so it can be discussed and reasonable accommodations can be made. If you are worried about your attendance and participation score I have extra assignments that can be done to boost your grade. Reasonable accommodations: If you would like to request such accommodation because of a physical, mental, or learning disability contact Rebecca Greathouse-Wren, Director of Counseling & Accessibility Services, Ferguson Hall 112 -432 837-8203

Evaluation & Grading Policy:

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Grading: An average grade is based on perfect attendance, class participation and completion of all assignments. Your final participation grade will reflect your attendance, participation in critiques and discussions, active participation in studio work days, completion of assignments, and studio maintenance and cleanliness. Evaluation of assignments will be based on your concept, craftsmanship, and how well your craft supports your concept. If you are unhappy with a grade you may resubmit any assignment before the last day of class. There will be a mandatory class clean-up at the end of the semester.

Projects are graded on a 5-letter scale:

A 100% - 90% SUPERIOR / signifies that the evaluation criteria has been performed and completed to the highest possible quality and is excellent in both concept and execution

B 89% - 80% ABOVE AVERAGE / signifies that the evaluation criteria has been performed and completed to an above average quality and is very good in both concept and execution

C 79% - 70% AVERAGE / signifies that the evaluation criteria has been performed and completed to average quality and is good concept and execution

D 69% - 60% BELOW AVERAGE / signifies that the evaluation criteria has been performed and completed to a below average or poor quality in both concept and execution

F <60% FAILURE / does not meet the basic standards of acceptance for work requirements

Assignments: You are expected to complete all assignments by the designated due date. Assignments turned in late will receive a lowered grade of 5 points per class period late. Although there will be studio time during class hours, projects will require working outside of class time in order to finish assignments. On critique days or due dates do not miss class because you have not finished an assignment as discussions will take place that are important for your learning experience. Make up work or alternative assignments will be determined by the instructor. These assignments may or may not exactly duplicate the original and will not entitle other students to the same alternatives since they may not have experienced the same situations.

Classroom Policies:

Studio Etiquette: You are responsible for cleaning up after yourself in the classroom. Improper use of equipment/materials and leaving a mess in the classroom is unacceptable and will result in a lowered grade. The room is both a classroom and a creative environment, and behavior must be appropriate for both purposes. Anyone who is disruptive, disrespectful to others, or endangers the health and safety of others will be asked to leave, marked absent, and/or referred to administration. Good classroom conduct must be observed at all times, including appropriate language and attire. During work time, please behave in a way that is peaceful and conducive to getting work done and be quiet and respectful of others.

Phones and Music: In general, phones are not allowed during class time in an effort to promote a positive and respectful learning environment. Please silence your phone and resist the urge to text. Using your cell phone during a critique or demonstration will result in a lowered participation grade for that assignment. It is disruptive to others, disrespectful to the instructor, and distracting to you. Phones may be used to search for image or research inspiration during brainstorming periods. Headphones are permitted in class during work periods but please leave one ear bud out as you might miss out on important information.

Inclusivity: In order to foster individual development as artists, it is integral to feel comfortable expressing ourselves in an honest, open, and non-judgmental environment where our ideas will be treated with respect and dignity. In critiques, we will encourage an open dialogue discussing the positive and negative compositional and technical aspects of each work, as well as considering context and subjective meaning. Under no circumstances, however, will discussion be permitted that is personally disrespectful. We will treat each member of the class with the same measure of respect, regardless of age, ethnicity, religion, gender, sexual orientation, personal appearance, disability, or any other visible or invisible differences.

Note taking: Your notes are your best resource for success. For each technique, I will provide you with a handout, written by me, that mirrors my demonstration and tries to codify exactly what I show you in class. These handouts are also available on BlazeVIEW along with all other assignments, announcements, and other important documents. I highly encourage you to take your own notes, clarifying the process in language that makes sense to you. I will only supply you with the physical handout once, and I expect you to keep these handouts in a convenient place so you can refer back to them as needed.

Originality/ Copyright/ Fair Use: All work created in this class must be original and may not be made in or used for credit in any other course. Violations of this policy will be treated as academic dishonesty and will result in an (F) for the project in question, a referral to the Student Conduct Office, and possible failure of the course. Refer to the Academic Integrity Policy in the Student Handbook for more information. All work and imagery used in this course must be your own, or fall within the confines of fair use if incorporating existing copyrighted material. Fair use means that artists cannot use existing copyrighted material in a way that does not generate new artistic meaning, and that merely changing the medium of a work may not be enough to meet this standard. Refer to CAA's Code of Best Practices in Fair Use for the Visual Arts for general guidelines on fair use.

Storage: There is a small amount of drawer space available. But space is limited, so be prepared to bring materials with you as needed each day. The Department of Art & Design is not responsible for damage, theft, loss, or destruction of personal property including items left unattended in a hallway, restroom, classroom. Thefts have occurred from drawers in the past so avoid leaving valuables here.

Email Communication: All emails should be school generated emails.

Reproduction of Photographic Images: During the semester your instructor or other representatives from Valdosta State University may photograph you or your artwork for promotional, educational and or accreditation use. If you wish not to have images of you or your work used by SRSU or the VAPA (FAB), please submit a written statement to the Department office so that we may honor your request.

Studio Access (After Hours): Since this will, partly, be only you can also work online or

on your own devices. Unless you want to work at school to have additional help, let me know.

WHAT TO EXPECT FROM ME

Facilitate In a manner of speaking I am your facilitator. That is, my job is to provoke your creativity and analytical skills with questions and feedback.

I will always ask you **why and what if...** as a way to give you a bridge for your thoughts. I will push you to produce your best work and sometimes this will mean being tough and others it will mean holding your hand. In either case, my interest is for you to succeed.

Grading

Usually I will grade your work within a month after it is due. However, sometimes attending conferences to present a paper, working on a paper for a deadline, and others alike might keep me from grading the work within a month. In those cases, I will inform you and ask you to be patient.

SUPPLIES (We can figure out alternatives if you don't have any of these)

Alternative \$100 Fee

Please bring the following to class:

- Willingness to work and re-work your sketches. Repeat.
- Tracing paper pads to sketch
- Sketch pad or notebook to take notes (these notes can be doodled or you can doodle your way to take lectures' notes)
- Black markers (fine point and medium). You will need them to sketch.
- Colored pencils or markers (you may want to use them to sketch)
- Pencils to sketch
- Erasers
- Grid paper (useful for layout and proportions)
- Binders to collect and organize all the process for each project
- Scissors
- Exacto knives #11, blades, and dispenser
- White out (useful when revising sketches)
- Good quality masking tape or artist's tape
- Glue stick or Rubber Cement
- Spray adhesive
- Black on black boards*
- Flash drive of at least 8GB to back up work.
- Create an account on Google Drive to back up your work to the cloud.
- Healix mat or any other cutting surface
- A digital camera, or an slr camera.
- A favorite one hour photo developing establishment
- Epson photo quality matte paper in different sizes. It is suggested you get a pack of 11 x 17 or the super A/B size which is 13 x 19.
- Mac Laptop Computer as specified in the department's computer policy
- Mouse and/or WACOM tablet to work on the computer

DESIGN COMMUNICATION I CALENDAR:

August 29: Classes begin. Welcome, introductions, syllabus, class policies, grading, projects & others. Assign Project 1: Design Detective.

August 31: Go over ideas for Project 1. In class work

September 5: *Project 1 due.* Make sure it has been uploaded before class.

Assign Project 2: Symbols. Discuss project 2 and symbols

September 7: . Bring photos to class. Pick the best 4 to work from. Start sketching in class. Demo on how to sketch using tracing paper.

(If needed) Orientation on how to transfer sketches to the computer

September 12:

Pencil sketches due. Pick the best sketches for each photo and category. Orientation on Illustrator. In class work.

September 14:

In progress critique. Print symbols for critique no larger than 3" around each. For now, each symbol must be on separate pages.

You can print 3-4 on a page and cut leaving at least 2 inches of space around the symbol.

September 19: *In progress critique of symbols.* Print symbols for critique no larger than 2" each BEFORE CLASS. Start working on sketches for part 2 (adding type) of project 2 on Tuesday.

September 21: Sketches for Symbol with type due. Class feedback. Start working on the selected one.

September 26: Final Critique Project 2. Bring final symbol printouts trimmed to size for critique and symbol with type as well. Select best printouts of symbols with type. Work on final versions.

September 28: ***Project 2 all parts due:*** Symbols and Symbol with type due.

Assign Project 3. Start working on sketches in class. Short lecture.

October 3: Sketches due. Select the best ones to transfer to the computer. In class work.

October 5: Critique. Bring printouts trimmed to size. Class feedback. Select the best ones.

October 10: Project 3 due. Assign Project 4

October 12: Work on Project 4.

October 17: Sketches due. Sketches of poster due. Pick the best ones. Transfer to computer. Refine sketches on the computer. In class work. Individual feedback. InDesign orientation.

October 19: In class work. Continue working on the poster.

October 24: Critique Project 4. 2. Bring posters at half size (trimmed) and they can be black and white.

October 26: Final critique Project 4.2. Posters should be full size color or black and white. Continue work in class.

October 31: Project 4.2 due. Your poster will be displayed in a pop up exhibit.

November 2: Project 4.2 Binders due. Assign Project 5: Type and Image. Research quotes in class. Pick quote.

November 7: Sketches due. Pick the best ones. Transfer to the computer. Orientation about images, resolution, and image modes. Orientation about InDesign. Make sure to turn in posters from Project 4.2 to me

November 9: Critique. Bring at least 3 printouts for critique

November 14: In class work. Group critique.

November 16: In progress critique. Continue working in class.

November 21: In class work. Group critique.

November 23: Thanksgiving Break

November 28: Final Critique. Large and small groups. In class work time.

November 30: In class work. Fine tuning. Make sure to talk to me to fine tune project's details.

December 5: Project 5 due in class.

December 7: Additional Work time

FINAL: