Course Syllabus

Fall 2012
MW. 9:00 –11:50
AT 305, Fort Lauderdale

Pre-requisite: GRA 3112C,
GRA 3193, & GRA 4194

Professor:
Linda K. Johnson
Room AT 317
561 297 0928
ljohnson@fau.edu

Office Hours:
By appointment only:
Mon. 8:30 – 9:00
12:30 – 1:00
Wed. 8:30 – 9:00
12:30 – 1:00

Grading Point System

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
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<tr>
<td>Project 1</td>
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<tr>
<td>Project 2</td>
<td>100</td>
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<td>Project 3</td>
<td>100</td>
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<tr>
<td>Project 4</td>
<td>100</td>
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<td>Total</td>
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Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
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<tr>
<td>A</td>
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<tr>
<td>A-</td>
<td>90</td>
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<tr>
<td>B+</td>
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<tr>
<td>B</td>
<td>84</td>
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<tr>
<td>B-</td>
<td>80</td>
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<tr>
<td>C+</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
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Course Description:
This course focuses on theoretical and pragmatic aspects of related to the design practice. Emphasis will be placed on expressive and creative communication through the graphic design medium and on portfolio development: production of high-quality portfolio pieces.

Course Objectives: The objective of this course is to engage advanced graphic design students with projects that will prepare them for the professional graphic design practice. The course will challenge students to expand their portfolios with professional level design solutions. Students will be expected to write their own project briefs, propose a range of possible solutions and present the work in a finished format. Students will be expected to identify their professional goals relative to the Graphic Design field and develop projects that further those goals. This course involves choice and making the right decisions for your future. Students need to choose the projects that are right for their particular needs. The projects here are given with few limitations, thus forcing students to make decisions and budget time appropriately. It is important to remember that the high expectations of this course are specifically structured to give students the best possible preparation for the profession of graphic design.

Expected and Required: Start with a menu of options in four categories. After selecting an option each student will write a brief to clarify all details for the project. These are both required and graded parts of the project and they must be typed and formally written. The brief should include your objectives for the project; why you selected this particular project and what you hope to achieve; how you plan to solve the problem, your methodology and what the finished piece(s) will involve.

PROJECT 1

Appetizer Menu project choices are:
Poster design series
Branding - product series
Advertising series

PROJECT 2

First Course Menu project choices are:
Magazine Layout (cover, contents page, editorial spread)
Product or Service Brochure
Book Jacket design
Menu re-design

PROJECT 3

Second Course Menu project choices are:
Calendar Design
Chair Book Design
Cook Book Design

PROJECT 4

Dessert Menu project choices are:
Packaging System
Game Design
Promotional Web Site
Unlimited Toppings

Note: The instructor reserves the right to change the project assignments, due dates and quizzes given in this course.
Visual Design Lab 4

Course Syllabus
page 2 of 4

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Course Overview

COURSE REQUIREMENTS: Students are required to attend lectures, labs, field trips, presentations, conduct research and actively participate in class discussions and critiques. Final project grades will be based on these factors as well as design process and quality of the work presented. Student are expected to maintain their sketches, notes and research materials. Completion of all assignments by their designated due date is required. If you are ill the day an assignment is due then send it with a friend or delivery service.

ATTENDANCE POLICIES: 2 allowed absences, these are to be used in the case of illness, family or pet emergencies, transportation problems, oversleeping, out-of-town excursions for other classes, etc. Arriving late for class or leaving early (10 min. or more) will count as 1/2 of an allowed absence. Every absence thereafter will result in a 20 pt deduction off your final points total thus directly affecting your final grade. Special exceptions include religious observances and those officially recognized by the University. Students are expected to notify me in advance of these special exceptions and they will be accommodated on an individual basis.

Students must attend all interim critiques and final project critiques. Students must be present at the beginning of a critique. Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated on an individual basis for those who are late or absent under any circumstance.

CRITERIA FOR EVALUATION AND GRADES: Projects will be evaluated on process, concept, communication effectiveness and craft. Final course grade will be determined by performance through the entire semester in projects, exercises, class participation and through your efforts to submit material into a process book. Participation in class critiques is required.

PREPARATION FOR CLASS: Students are to be prepared at the start of each class with assigned work and supplies. Students who do not comply with this are subject to final grade point deductions. Students who do not participate in class critiques or individual discussions with faculty during class should not expect private critiques with faculty at a later date.

POLICY ON LATE WORK: Projects that are not turned in on or before the designated due date will be subject to a one letter grade deduction for each week that they are late.

POLICY ON PROJECT REVISIONS: Students are allowed to improve their grade on a project if they meet the following criteria. 1. Turned the project in on time. 2. Made significant changes to improve on the project and represented the work before the due date for the next project.

STATEMENT OF ACADEMIC INTEGRITY: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

STUDENTS WITH DISABILITIES: In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585), or at the Treasure Coast - CO 117 (772-873-3382), and follow all OSD procedures.
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Resources

Required:

The Mac is Not a Typewriter, Robin Williams, Peachpit Press; 2 edition, ISBN 0201782634

Books are available on-line at amazon.com, half.com or other sources. Amazon provides students with free 2 day shipping: www.amazon.com/gp/student/signup/info

Recommended:
Bringhurst’s Elements of Typographic Style

References

University Center for Excellence in Writing: www.fau.edu/UCEW/
Print Journals: Communication Arts, Graphis, Print, How, ID, EYE, Juxtapoz, Metropolis
most of these journals also have on-line content

Design Sites
www.aiga.org
miami.aiga.org
www.creativeview.co.uk/cr-blog
www septemberindustry.co.uk/
www.thedieline.com/
www.swiss-miss.com/
www.thedieline.com
www.smashingmagazine.com
www.designerslist.info*
imprint.printmag.com
www.graphis.com/
fastcodesign.com

Image Resources
www.sxc.hu
istock.com
www.vecteezy.com
veer.com
www.masterfile.com
www.bridgemanart.com
pixmac.com

cutcaster.com
www.shutterstock.com
www.gettyimages.com
www.punchstock.com
www.dreamstime.com/
creativecommons.com

Font Resources
dafont.com
fontsfree.com
myfonts.com
abstractfonts.com
www.fontsquirrel.com
1001freefonts.com
urbanfonts.com

Text Resource
gutenberg.org
## Calendar

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>Aug. 20</td>
<td>Course Overview / Appetizer Assigned</td>
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<tr>
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<td>Project brief due</td>
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<td>Aug. 27</td>
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<td>Aug. 29</td>
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## Bibliography


Magazine Publications: *Print, Emigre, Communication Arts, Graphis*