Course Description: This course focuses on theoretical and pragmatic aspects related to the design practice. Emphasis will be placed on expressive and creative communication through the graphic design medium, on portfolio development and the 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 practice 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. Project briefs 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 include.

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.

Grading Point System

<table>
<thead>
<tr>
<th>Grading Point System</th>
<th>Project 1 brief</th>
<th>Project 1</th>
<th>Quiz</th>
<th>Project 2 brief</th>
<th>Project 2</th>
<th>Project 3 brief</th>
<th>Project 3</th>
<th>Project 4 brief</th>
<th>Project 4</th>
<th>Attendance/Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>100</td>
<td>50</td>
<td>25</td>
<td>100</td>
<td>25</td>
<td>100</td>
<td>25</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Grade Average Scale

<table>
<thead>
<tr>
<th>Grade Average Scale</th>
<th>93 = A</th>
<th>90 = A-</th>
<th>87 = B+</th>
<th>83 = B</th>
<th>80 = B-</th>
<th>76 = C+</th>
<th>73 = C</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Grade below a C is not a passing grade for the BFA in Graphic Design degree.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

70 = C-       
66 = D+        

Calendar

<table>
<thead>
<tr>
<th>Calendar</th>
<th>Mon</th>
<th>Course Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>5</td>
<td>Course Overview</td>
</tr>
<tr>
<td>JANUARY</td>
<td>15</td>
<td>Martin Luther King Jr. Day   No classes</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>27</td>
<td>Last day to drop without receiving an “F” in the class</td>
</tr>
<tr>
<td>MARCH</td>
<td>2-8</td>
<td>Spring Break   No classes</td>
</tr>
<tr>
<td>APRIL</td>
<td>20</td>
<td>Last Day of Class (final project due)</td>
</tr>
<tr>
<td>APRIL</td>
<td>24</td>
<td>Final Exam (attendance required)</td>
</tr>
</tbody>
</table>

Final project due on last day of class
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 case of illness, family or pet emergencies, transportation problems, oversleeping, out-of-town excursions, 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 10 pt deduction off your attendance/participation total thus directly affecting your final grade.**

**Special exceptions include religious observances and absences due to an event or purpose that is 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. Since these are planned absences that are known in advance, all assignments due the missed class day(s) must be submitted to me in advance of the absence.**

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 or arrive late to. Lectures will not be repeated on an individual basis for those who are late or absent.

**Criteria for Evaluation and Grades:** Projects will be evaluated on concept, communication effectiveness, process and presentation/craft. Final course grade will be determined by performance through the entire semester in projects, exercises, class participation. 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 project 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 the work before or on 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](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) and follow all OSD procedures.
Resources

REQUIRED:
Book is available at FAU bookstore, online at amazon.com as well as other book stores.
Amazon gives students free 2 day shipping: www.amazon.com/gp/student/signup/info

RECOMMENDED:
*Bringhurst’s Elements of Typographic Style*
ISBN 0495897701 / 9780495897705

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.designerslist.info*
www.graphis.com/
www.thedeline.com/
www.swiss-miss.com/
fastcodesign.com

COLOR SELECTOR
kuler.adobe.com

IMAGE BANKS
cutcaster.com
www.shutterstock.com
www.vecteezy.com
veer.com
www.punchstock.com
www.bridgemanart.com
www.pond5.com

FONTS RESOURCES
dafont.com
fontspace.com
myfonts.com
abstractfonts.com
www.fontsquirrel.com
www.fontshop.com

TEXT RESOURCE
www.gutenberg.org

WEBSITE DEVELOPMENT RESOURCE
www.wix.com
wordpress.com
### Bibliography

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

### Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 5</td>
<td>Course Overview / Appetizer Assigned</td>
<td>Jan 7</td>
<td>Project brief due</td>
</tr>
<tr>
<td>Jan 12</td>
<td>sketches due (a minimum of 10 different concepts)</td>
<td>Jan 14</td>
<td>sketches due</td>
</tr>
<tr>
<td>Jan 19</td>
<td>Martin Luther King Jr. Day observed - No Class</td>
<td>Jan 21</td>
<td>Interim critique</td>
</tr>
<tr>
<td>Jan 26</td>
<td>Appetizer Project due, First Course assigned</td>
<td>Jan 28</td>
<td>Project brief due</td>
</tr>
<tr>
<td>Feb 2</td>
<td>sketches due (a minimum of 10 different concepts)</td>
<td>Feb 4</td>
<td>Quiz - The Mac is not a typewriter</td>
</tr>
<tr>
<td>Feb 9</td>
<td>Interim critique</td>
<td>Feb 11</td>
<td>Interim critique</td>
</tr>
<tr>
<td>Feb 16</td>
<td>In class work day</td>
<td>Feb 18</td>
<td>First Course Project due, Second Course assigned</td>
</tr>
<tr>
<td>Feb 23</td>
<td>Project brief due</td>
<td>Feb 25</td>
<td>sketches due (a minimum of 10 different concepts)</td>
</tr>
<tr>
<td>Mar 2</td>
<td>No Class Spring Break</td>
<td>Mar 9</td>
<td>In class work day</td>
</tr>
<tr>
<td>Mar 11</td>
<td>Interim critique</td>
<td>Mar 16</td>
<td>In class work day</td>
</tr>
<tr>
<td>Mar 18</td>
<td>In class work day</td>
<td>Mar 23</td>
<td>Second Course Project due, Dessert assigned</td>
</tr>
<tr>
<td>Mar 25</td>
<td>Project brief due</td>
<td>Mar 30</td>
<td>sketches due (a minimum of 10 different concepts)</td>
</tr>
<tr>
<td>Apr 1</td>
<td>In class work day</td>
<td>Apr 6</td>
<td>In class work day</td>
</tr>
<tr>
<td>Apr 8</td>
<td>Interim critique</td>
<td>Apr 13</td>
<td>Interim critique</td>
</tr>
<tr>
<td>Apr 15</td>
<td>In class work day</td>
<td>Apr 20</td>
<td>Dessert Project due</td>
</tr>
<tr>
<td>Apr 24</td>
<td>Final Exam, 7:45-10:15, all student required to attend!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>