

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs		UUPC Approval <u>12-6-21</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Visual Art and Art History College Arts and Letter		
Current Course Prefix and Number GRA 3193C		Current Course Title Visual Design Lab 2	
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
Change title to: Change prefix From: _____ To: _____ Change course number From: _____ To: _____ Change credits* From: _____ To: _____ Change grading From: _____ To: _____ Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/> Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/> <small>*Review Provost Memorandum</small> <small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.</small> <small>***General Education criteria must be indicated in syllabus and approval attached to this form. See GE Guidelines.</small>		Change description to: Change prerequisites/minimum grades to: Prerequisite: GRA 2208C Change corequisites to: Prerequisite or Corequisite: GRA 3112C Change registration controls to: Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
Effective Term/Year for Changes: Fall 2022		Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Stephanie Cunningham cunningh@fau.edu			
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair <u>Dan Meeroff</u> Undergraduate Studies Dean <u>Edward Pratt</u> UFS President _____ Provost _____		Date <u>11/17/21</u> 11.23.21 12-1-2021 <u>12-6-21</u> <u>12-6-21</u> _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

VISUAL DESIGN LAB 2

GRA 3193C / 3 CREDITS

WF 1:00PM–2:50PM

Downtown Campus, HEC 1009

EXAM

Prerequisite: GRA 2208C and

Prerequisite or Corequisite: GRA 3112C

MEHRDAD SEDAGHAT-Baghbani

msedaghatbaghban@fau.edu

Downtown Campus, HEC 1008D

OFFICE HOURS: W/F 11-1

COURSE DESCRIPTION

Examines the design of systems including the development and application of symbols as communicative signifiers. Conceptual development, context, simplicity, unity and contrast are examined as the means for efficient application of systems across media

COURSE LEARNING OBJECTIVES

To advance in and explore the processes, methods, and theories used in graphic design.

To synthesize form and content towards clear communication while considering audience motivations, goals, and differences.

To explore visual systems and sequential narratives as forms for logical interpretation.

To critically review solutions and existing systems while developing a verbal articulation of graphic design.

COURSE STRUCTURE

This 15-week course will consist of multiple projects that range in directives, some are open-ended, others have an intended formal outcome. You will explore the various methods of researching and making—adding to your toolkit and knowledge base gained from previous graphic design courses you have taken. The projects will be completed through a variety of steps, ranging from individual to collaborative, and utilizing analog to digital sketching practices.

ACADEMIC INTEGRITY

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty 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.

FAU Code of Academic Integrity:

http://www.fau.edu/regulations/chap-ter4/Reg_4.001_5-26-10_FINAL.pdf

CRITIQUES

Participation in critique is a critical component of being a successful designer. As designers we are expected to be creative as well as articulate when presenting our work to clients and peers. In this course, critiques are designed to be learning experiences and provide a forum to review the work of your classmates. Through the critiques you will receive valuable feedback on your own work in order to improve upon your outcomes. The critique process is a collaborative effort where discussion and analysis of individual work leads to a deeper understanding of the principles and problems that each assignment addresses. By adding your voice you'll contribute to the ongoing dialogue of the course. Techniques of constructive criticism serve to help projects evolve and become more successful over time. Critiques are not biased—nor are they personal. They are observations that, in the end, continually ask, “Why?” Public speaking can be difficult for some, and I'll do my best to help you but, ultimately, speaking up in class is your responsibility.

some brief rules for critique

1. Every project can be better. No project is ever perfect. If we start from this place, then we all understand that we have something to learn from getting feedback.

2. Critique is, therefore, about helping make projects better, not tearing them down.
3. Please avoid “I like this” or “I don’t like that” kind of statements. Comments should be substantive. If something isn’t working, it’s important to articulate why, otherwise the designer won’t be able to fix it.
4. Consider, instead, the communication goals of the piece and the arrangement and relationships of the elements on the page.
5. Suggestions for what action a designer might take to improve something about his or her piece can be helpful, but it’s more important to identify and articulate the problem that your suggestion would be helping fix, because, in the end, it’s the designer’s job to figure out how to address that issue.

SHARING MATERIALS ONLINE/VIA SOCIAL MEDIA

As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor unless otherwise stated and are subject to the following conditions of use:

- Students may record lectures or any other classroom activities and use the recordings only for their own course-related purposes.
- Students may share the recordings with other students enrolled in the class. Sharing is limited to using the recordings only for their own course-related purposes.
- Students may not post the recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students whose voice or image is included in the recordings.
- Any student violating the conditions described above may face academic disciplinary sanctions.

PUBLICATION + RESEARCH

The opportunity frequently arises for me to present student work to external audiences (through design conferences, design competitions, or publications). Students are credited as the creators. Please let me know if you are not comfortable with me sharing your projects in the future for instances such as these.

COPYRIGHT + CITING

All work for each assignment must be new work and your own work. When/if you use other’s work it must be properly cited following the arts-standard, Chicago Manual of Style guidelines. Plagiarism and copyright issues are ethical responsibilities of a designer, but can be difficult to decipher. When in doubt please ask. Be aware that when you view existing work, these are demonstrations of how other designers have developed resolutions to design problems. They should not be directly referenced during your creative process (i.e. do not look at them as you sketch or design, in an effort to recreate them in full or in part).

For information on copyright in graphic design, please refer to: <http://eyeondesign.alga.org/what-young-designers-need-to-know-about-copyright-law/>

EXPECTATIONS + PROFESSIONALISM

- Be mindful of your use of mobile devices, no social media and non-class-related work during class.
 - Respect each other, the space, and the ideas being presented.
 - Come (over)prepared for class, mentally and physically, be here and focused.
 - Exceed your own expectations of what this can be, be pro-active.
 - You are not here for a grade. You are here to learn.
 - Projects are about what you get out of them, not what I “want” you to deliver.
 - Create a healthy, open space for critique.
 - Encourage each other to share ideas.
 - Critique will make your work better. Please be open to receiving feedback.
 - Give feedback honestly and sensitively.
 - Participate. The more you put into this class, the more you will gain from it.
 - Learn as much as you can from one another. Support each other and use each other as resources.
- Communicate honestly with me and each other.
- If you are having any difficulties (inside or outside of the classroom) that is affecting your participation and work please notify me sooner than later.
 - If you are absent, please ensure that you contact one of your classmates regarding the requirements (do not email me).

ATTENDANCE

Attendance in online/in-person meetings is mandatory. Missing a class will adversely affect your grade, if you know you will be missing a class don't email me, I don't need the reasons. If you are absent—for whatever reason—you are responsible for any missed material and should be prepared for the next meeting or assignment. Three absences will lower your final course grade 20pt. Each absence after that will lower the final course grade 20pt.

LATE/MAKE-UP POLICY

Missed deadlines will result in a 1pt grade deduction for each day past the project deadline. No credit will be earned for late feedback, assignments or exam. Missed deadlines impact participation/preparedness grade.

EVALUATION

Students in VDL2 will be assessed on their knowledge of assigned course materials through projects, assignments and an exam. Students will primarily be assessed on their ability to apply design principles through creative projects and assignments. These assignments and projects will be informally peer assessed and formally assessed using a rubric.

Projects are evaluated on development, concept, communication effectiveness, ability to follow directions and craft. Development sketches & research are submitted with projects. Class preparedness and participation count toward final grade. Unless otherwise noted, sketches are to be done by hand on paper or tablet, not on the computer. Photographing sketches with your phone requires adjustment. If you have access, scanning is a more appropriate solution. Points are deducted for sketches with poor visibility, cropping, resolution, unclear labeling, etc.. Uploaded files must include your name. Final course grade will be determined by performance throughout the entire semester in projects, assignments, exam, class participation in discussion and critique.

On-going assignments include building and evaluating a resource file of inspiration and observation, researching the provided vocabulary list, and designing a brand identity.

GRADE SPECTRUM

A	93-100	work demonstrates the highest level of understanding and creativity. craft and formal issues are resolved to the same degree
A-	86-92	
B+	79-85	the work shows better than average idea development, but lacks refinement. the work demonstrates an above average understanding of the assignment goals, and shows good creativity. formal issues are resolved to a satisfactory degree
B	72-78	
B-	65-71	
C+	58-64	the work demonstrates an average level of understanding or creativity; or may be good solutions hampered by formal issues. there is little evidence of involvement other than the completion of the assignment
C	51-57	
C-	44-50	
D+	37-43	the work shows below average creativity and/or little to no understanding of the assignment concepts and goals. Ds may also be given for excessively low craft.
D	30-36	
D-	23-29	
F	0-22	the assignment was either not completed or completed with such a low level of understanding, creativity, or attention to formal issues as to have failed.

OTHER FAU POLICIES DISABILITY POLICY STATEMENT

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/. For more information go to <http://www.fau.edu/counseling/>

JOURNALS

Keep notes and sketches together in a journal or sketchbook dedicated to this class. I will ask to see it at certain times, so bring it to each class.

REQUIRED/RECOMMENDED TEXT

There is a recommended book for this class however you are expected to review all of the links and resources provided for this course. The content of the final exam will reflect these materials.

Designing Brand Identity, Alina Wheeler

REFERENCES TO ADD TO YOUR DESIGN LIBRARY

Type Image Message, Nancy Skolos + Tom Wedell
Graphic Design Process, Nancy Skolos + Tom Wedell
Grid Systems, Kimberly Elam

Typographic Systems, Kimberly Elam

A Century of Graphic Design, Jeremy Aynsley or Meggs' History of Graphic Design, Philip Meggs

Make It Bigger, Paula Scher

Making and Breaking the Grid, Timothy Samara