



**FLORIDA
ATLANTIC
UNIVERSITY**

NEW COURSE PROPOSAL Undergraduate Programs

Department Visual Arts & Art History

College Arts and Letters

(To obtain a course number, contact erudolph@fau.edu)

UUPC Approval 2/27/23

UFS Approval _____

SCNS Submittal _____

Confirmed _____

Banner Posted _____

Catalog _____

Prefix GRA
Number
4942

(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)

Lab Code C

Type of Course

Studio

Course Title

Professional Design Studio

Credits *(See Definition of a Credit Hour)*
3

Grading *(Select One Option)*

Regular

Sat/UnSat

Course Description *(Syllabus must be attached; see [Template](#) and [Guidelines](#))*

Students in this course work with professional clients to gain practical working experience producing creative design solutions. Coursework covers practical skills of the profession including client relations, professional networking, ethics, presentations and proposals, pricing, work-for-hire, estimates and contracts, bids and production.

Effective Date *(TERM & YEAR)*
spring 24

Prerequisites, with minimum grade*
GRA3112 Typographic Design Lab 2
GRA3193 Visual Design Lab 2
C or better

Corequisites

Registration Controls *(Major, College, Level)*
BFA Graphic Design major

***Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course**

WAC/Gordon Rule Course

Yes No

WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See [WAC Guidelines](#).

Intellectual Foundations Program (General Education) Requirement *(Select One Option)*

None

General Education criteria must be indicated in the syllabus and approval attached to the proposal. See [Intellectual Foundations Guidelines](#).

Minimum qualifications to teach course

MFA Graphic Design or 5 years professional design experience

Faculty Contact/Email/Phone

Stephanie Cunningham/cunningh@fau.edu

List/Attach comments from departments affected by new course

Approved by

Department Chair

Brian E. McDermott

College Curriculum Chair

Eric Hanne

College Dean

[Signature]

UUPC Chair

Elynn Williams

Undergraduate Studies Dean

Dan Macroff

UFS President

Provost

Date

February 7, 2023

2/13/23

02/14/2023

2/27/23

2/27/23

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

SYLLABUS

Instructor	Stephanie Cunningham, Professor of Graphic Design HEC 1009C, FAU Fort Lauderdale campus cunningh@fau.edu
Office Hours	Tuesday & Thursdays: 9 – 10 or by appointment.
Prerequisites	BFA Graphic Design status in Art Department, GRA3112 & GRA3193
Description	Students in this course work with professional clients to gain practical working experience producing creative design solutions. Coursework covers practical skills of the profession including client relations, professional networking, ethics, presentations and proposals, pricing, work-for-hire, estimates and contracts, bids and production.
Objectives	<ul style="list-style-type: none"> -Demonstrate good professional written, verbal, and visual communication skills with clients -Analyze creative problems through research appropriate to client project -Devise innovative and appropriate creative solutions using exploratory design process -Identify and participate in professional networking opportunities -Recognize ethical concerns and practice professional ethics -Create professional creative solutions within client's objectives -Develop design briefs, proposals, timelines and estimates to ensure client satisfaction -Differentiate between desirable and non-desirable clients. -Learn about working models within the design world -Formulate an hourly or project-based pricing system for services -Understand how to legally protect your time and work
Required Texts	<p>Business and Legal Forms for Graphic Designers, Tad Crawford & Eva Doman Bruck ISBN-10: 158115030X</p> <p>Graphic Artists Handbook Pricing and Ethical Guidelines, 16th Edition ISBN-10: 0262542390</p>
References	<p>aiga.com wethos.com University Center for Excellence in Writing: www.fau.edu/UCEW/ Boca Campus: SO107, Davie Campus: LA240F</p>
Supplies	Access to a networked computer with appropriate browsers, Adobe Creative Cloud or appropriate substitute, scanner or camera, printers, and hand tools. FAU has a number of open labs with appropriate software available for student use: www.fau.edu/oit/labs/#
Preparedness	<p>You should expect to devote at least 6 hours per week outside of class for 3 credit 16 week studio course.</p> <p>Students are responsible for securing assignment sheets and lecture notes from Canvas or fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person, by phone or email on an individual basis for those who are late or absent under any circumstance.</p> <p>Students must be prepared for class with projects or materials on deadline. Students who do not comply with this are subject to final grade point deductions. Students who do not meet deadlines, or do not participate in class critiques or discussions should not expect private critiques with faculty.</p> <p>Students are required to attend all meetings and presentations, conduct research, actively participate in class discussions and critiques. Grades will be based on these factors as well as design process and quality of the work presented. Students are expected to maintain sketches, notes and research materials. Completion of all assignments by their designated due date is required.</p>

NO PHONE USE DURING CLASS. Please leave the room if you must text or call.

Content	<p>In-person meetings. Thorough course content is posted on Canvas. Please READ to become familiar with the materials and use it to support your course work. It is generally apparent if you submit work without reviewing materials. Points are deducted for failure to follow guidelines written on posted project sheets, on Canvas assignments and/or stated in the classroom.</p>
Attendance	<p>Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.</p> <p>Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.</p> <p>This is an in-person class.</p> <ul style="list-style-type: none"> -3 absences are allowed during the semester—excused or unexcused. -Each subsequent absence will result in a 5 pt drop in course grade. -Late arrivals or early departures exceeding 3 will count as 1 absence. -Arriving over 20 min. late or departing over 20 min. early will be marked as absent -Attendance and participation in cleint meetings and presentations is mandatory. <p>Emergencies will be dealt with on an individual basis. Incomplete grades will be granted at the discretion of the professor, and only in the case of a grave individual emergency.</p> <p>You are required to attend 3 <i>DESIGN*</i> events this semester as part of your course attendance. In-person and on-line events will be recommended and you are welcome to propose events. You must present evidence of your participation in the form of an image/screengrab that clearly shows your participation in the event. Photos are submitted to CANVAS. Events: FAU Design lectures (mandatory), AIGA Miami events (miami.aiga.org/), Museum of Art and Design exhibits and events (www.mdcmoad.org/), Wolfsonian Museum exhibits and events (www.wolfsonian.org), and select events at the Jaffe Center (www.library.fau.edu/depts/spc/JaffeCenter/events/index.php). Other options for finding DESIGN events include eventbrite.com and adfed.org. Events are also posted in Canvas Announcements, Facebook/Instagram in the "FAU Designers Edge-Remarque" group.</p> <p>NOTE: <i>design, NOT art events.</i></p>
Evaluation	see Grades
Religious Absence	<p>The University recognizes and values students' rights to observe and practice their religious beliefs. This regulation provides a procedure in which students may seek reasonable accommodation of their religious observances, practices, and beliefs in regard to admission, class attendance, the scheduling of examinations, major class events, major University activities, and work assignments. Students must notify professor by Canvas email at least 48 hours prior to missing coursework due to a religious observation.</p>
Communication	<p>Outside of the classroom, all communication is conducted via the Canvas communication tools. Login daily. View Announcements each time for new information. Review the course Discussions for answers before posting a question. Consider posting your question to Discussions so that all students will see the answer. All students abide by netiquette rules. Inappropriate posts will be removed. Use professional language and design vocabulary at all times.</p>

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eLearn Support	<p>The FAU Center for Learning and Student Success is a great resource for answering specific, technology-related questions and providing additional support, such as tutoring. More information can be found at www.fau.edu/class/.</p> <p>Canvas Technical Resolution Procedure: In the online environment, there is always the possibility of technical issues (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait to the last minute, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential you take immediate action to document the issue so your instructors can verify and take appropriate action to resolve the problem.</p>
Disabilities	<p>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/.</p>
Academic Integrity	<p>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. For more information, see University Regulation ⁴⁰⁰¹.</p>
Counseling Center	<p>Counseling and Psychological Services (CAPS) Center. Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services—individual counseling, support meetings, and psychiatric services, to name a few—offered to help improve and maintain emotional well-being. For more information, go to www.fau.edu/counseling/</p>
Recordings	<p>Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.</p>

Grades

Grades are calculated according to assignments, project packets, communication, and client evaluations. Consideration will given to:

- Attendance and participation in & out of class
- Class preparedness & meeting deadlines
- Concept development, execution, & craft
- Quality & creativity of solutions

Project 1	30
Project 2	30
Assignments	20
Participation	20
TOTAL	100

Course Grade

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	60-66
D-	57-59
F	>56

SCHEDULE

Class begins	Jan 6
Last Drop	Mar 22
Spring Break	Mar 2–8 no class
Last Class	Apr 22
Final Exam Day	Apr 25 4:00 pm Pick-up packets in HE1009E
week 1	syllabus, questionnaire lecture: time management, time sheets
week 2	assign Project 1 clients lecture: client communication & interview, design briefs
week 3	research and design briefs due lecture: agreements, contracts, estimates
week 4	client agreement & sketches due lecture: guest speaker (corporate branding)
week 5	review project development-desk crit critique lecture:presentation decks, file types and transfer methods
week 6	review project development-class critique lecture: ethical considerations
week 7	Project 1 client presentation & packet due
week 8	spring break—no class
week 9	assign Project 2 clients visit local printer
week 10	research and design briefs due lecture: overview of print production
week 11	client agreement & sketches due lecture: group dynamics, file management, and work flow
week 12	review project development-desk crit critique lecture: calculating hourly rates, net 30 invoices
week 13	review project development-small group critique lecture: work-for-hire, copyright, trademark
week 14	review project development-class critique lecture: types of corporations, fictitious names, estimated taxes
week 15	Project 2 client presentations & packet due
week 16	EXAM DAY Collect packets and evaluations