Flagler College
ART 228 A - Design Methodologies
Fall Semester 2018

Credit Hours: 4　　　　　**Location:** L-333　　　　　**Meeting Times:** Tues & Thurs, 3:00-4:50

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Course Description: This studio course explores methods and processes of graphic design problem solving and innovation, responding to the changing world paradigm of collaborative and integrative thinking. Students will explore and gain understanding on how to define communication problems; evaluate analytical, synthetic, and intuitive approaches to problem solving; develop critical thinking, oral presentations, and writing skills. Emphasis is placed on the appropriateness of form to a given context.

Course Pre-requisites: ART 105 - Drawing I, ART 218 - Visual Culture, ART 204 - Image Studio

Expected Student Learning Outcomes:

- Synthesize typography and imagery to create user-oriented solutions that have visual-verbal synergy.
- Devise creative solutions by applying critical, historical, and theoretical methodologies in the production of visual work.
- Formulate, develop, and produce design concepts for a variety of marketing media.
- Knowledgeable about contemporary issues in graphic design, including those centered around professional practice and organizations' initiatives.
- Understand how to use design thinking, methods and tools, including software applications, to approach problems and conceptualize solutions.
- Expand on current graphic design knowledge and practice by working through increasingly-complex graphic design problems.
- Articulate, verbally and in writing, concepts and decision-making that supports each project's process and outcome.
- Increased understanding of design thinking and its application to creativity and design.

Required Textbook
There is no required textbook for this course. The books and resources below are recommended.

Suggested Reading:
- Santoro, S. (2014). *Guide to Graphic Design.* Pearson. ISBN-13: 978-0205-24688-5.
- Hanington, B. & Martin, B. (2012). *Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions.* Beverly, MA: Rockport Publishers.
- Lupton, E. (2011). *Graphic design thinking: Beyond brainstorming.* NYC, NY: Princeton architectural Press.
- Bowers, J. (2011). *Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application.* New York, NY: Wiley.
- Holston, D. (2011). *The strategic designer: Tools and techniques for managing the design process.* Cincinnati, OH: HOW Books.
- Visocky-O'Grady, K. & J. (2009). *A designer's research manual: Succeed in design by knowing your clients and what they really need.* Beverly, MA: Rockport Publishers.

Recommended Resources:
AIGA, The Dieline, Design Matters, *Print Magazine, Communication Arts, How, I.D., Advertising Age, Design Observer, Fast Company, Design Issues, Smashing Magazine.*

Supplies:

- Access to a digital camera
- Double-sided, ultra-black, mounting boards:
  - Size: 15" x 20". Thickness: .095" Heavy Weight. Cost: $2.45 each
  - http://www.dickblick.com/products/crescent-ultra-black-mounting-boards/
- 11" x 14" or 9" x 12" sketch book (no lines on paper)
- Drawing pencils
- Self-healing 24" x 36" cutting mat with non-slip bottom and grid
- X-ACTO knife and extra blades
- Metal 18" cork-back ruler
- Double-sided tape and/or rubber cement (for paper mock-ups and mounting work)
- Tracing paper (optional)
- Google Drive or DropBox account (recommended) or 4GB minimum flash drive or external hard drive

Course Requirements and Methods of Assessment:

As an intermediate graphic design course with focus on methodology, students will be evaluated on use of an iterative design process, application of graphic design principles and knowledge of contemporary issues related to professional practice.

Design Process	Design Outcomes	Professional Practice
Graphic Design Methods	Print & Digital	The Creative Industry
Users / Audiences	Visual-Verbal Synergy	Contemporary Issues
Design Thinking	Grid / Composition	Production Methods
Collaboration	Theory & Principles	Professional Standards
Reflection	Context & Usability	Design Tools & Terms

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one's performance.

Your final grade will be based on your performance on projects, tasks, in-class exercises and presentations. At the end of the semester, the final grade will be determined by calculating the percentage of acquired points vs. total possible points (see chart below).

Point System Summary:

Task 1: Photo Study	10 points	1%
Task 2: Concept Map	20 points	2%
Task 3: Case Study	40 points	4%
InDesign Tutorials (3 exercises, 10 points each)	30 points	3%
Project 1: Music (Logo & Cover Art)	200 points	20%
P1 Process Book	50 points	5%
Project 2: Infographic (Poster & Interactive Version)	200 points	20%
P2 Process Book	50 points	5%
Project 3: Community (Service-learning)	200 points	20%
P3 Process Book	50 points	5%
Graphic Design History (Final)	150 points	15%
TOTAL	**1,000 points**	**100%**

Grading Scale:

	A 100 – 93	A- 92 – 90
B+ 89 – 87	B 86 – 83	B- 82 – 80
C+ 79 – 77	C 76 – 73	C- 72 – 70
D+ 69 – 67	D 66 – 60	F 59 – 0

Grades will be rounded. For example, if you receive 865/1000 points (86.5%), then your grade will be rounded up to a B+. If you receive 864/1000 points (86.4%), then you will receive a B.

Class Attendance Policy:

A student who has unexcused absences totaling more than 20% of the scheduled class meetings (or 5 absences) for the academic semester will not receive credit for the course. You must actively participate in class to receive credit for attendance. Students must request all excused absences through the Office of the Associate Dean of Academic Affairs or through the College Nurse and must provide appropriate documentation to obtain an excused absence. *Arriving more than 10 minutes late counts as an absence.*

Late Work Policy:

Missing an *exercise* or *task* deadline due to an **unexcused** absence will result in a zero since in-class discussions are an important part of these assignments (i.e. if you miss an exercise or task deadline due to an **unexcused** absence, it may not be "made up" at a later date). If you miss a *project* deadline due to an **unexcused** absence, the grade will be zero. **Work is due at the start of class.** Late is defined as turned in after the beginning of class and will not be accepted after the beginning of class.

Any missed deadlines due to an **excused** absence may be made up by the class meeting after the absence with no penalty; after that day has passed, there will be a 10% deduction from the overall project grade for every day that the assignment is late. You must provide documentation from the Dean's office or Nurse for an absence to be excused.

Any questions regarding project evaluation and problems with meeting project deadlines will be handled on a one-to-one basis with the instructor. The instructor reserves the right to make changes in this syllabus with clear and timely communication to the students.

Saving Work:

It is the student's responsibility to properly save and backup all work. Multiple copies should be saved and verified prior to leaving the studio. The teacher is in no way responsible for the work saved on the hard drives, nor is he/she bound to give an extension on work improperly saved. The hard drives will get purged regularly. Loss, theft, computer failure, etc. are not acceptable excuses **Back up all of your work**

Statement on Disabilities:

Flagler College offers special academic accommodations to students with documented disabilities. Services include alternative test administration and/or services of interpreters, note-takers and readers. In order to receive special academic accommodations, a student must register with the Office of Services for Students with Disabilities (OSSD) located on the 2nd floor of Proctor Library and provide the required documentation of disability. Contact Lynn Francisco at 904-819-6460 or efrancisco@flagler.edu.

Academic Honesty:

Plagiarism includes taking all or part of another person's words, ideas, or artwork and presenting it as your own or not properly citing/referencing. In case of imagery, students are expected to create their own without borrowing parts and/or concepts from other images. Use of original work that was previously written for another course and then re-submitted for a new course is not plagiarism, but it is fraudulent and will be treated in the same manner as plagiarism. Cheating, plagiarism, complicity in dishonest behavior, or other falsification of academic work is a serious breach of College expectations and is

subject to immediate disciplinary action. **On the first offense in this class, a student will receive a 0 on the assignment. A second offense will result in an F in the course.** Any further infraction on the part of the student may result in termination from Flagler College. Students who are academically terminated must submit a written letter of appeal to the Dean of Academic Affairs should they wish to return to Flagler College. All relevant materials associated with the infraction are placed in the student's academic file. Students can get clarification directly from the Associate Dean of Academic Affairs.

Changes to the Syllabus:

Changes to the syllabus are at the discretion of the instructor and it is the student's responsibility to stay informed of these changes. Any changes will be posted on Canvas and announced in class.

Art Building Procedures and Maintenance - All Studios:

The Art Building is a shared creative space that needs to be respected and maintained. To keep the studios in working order and to ensure that all students have pleasant and safe working conditions and access to the time, space, and materials they need, the following guidelines must be observed.
- Before leaving the classroom, students must clean their immediate work area. This includes removing trash and putting away supplies. (For example: paint, ink, charcoal, etc. must be wiped from surfaces, spills attended to immediately, marking tape removed from floor, etc.)
- Students may not install artwork in public areas without the permission and knowledge of instructor.
- Approved installations must be removed by arranged deadlines with floor and walls returned to their original condition.
- Used knife and razor blades must be properly wrapped in cardboard and tape before they may be disposed of.
- Oil paint and solvent may only be used in Studio 4.
- Other toxic materials such as spray paint, varnish, resin, and wood stain may be used if kept on the protective mat in the outdoor sculpture garden area.
- The use of spray mount is <u>not</u> permitted in any area, indoors or out.
- Some courses have specific maintenance and disposal requirements for materials used and students must follow those additional guidelines provided by the course's instructor.
- Photographic and printing equipment are the property of the school and may not be removed from the printing and photo shoot areas. A certain number of light kits and cameras are available for check-out. See your instructor for assistance and return the property in original condition.
- Any defacement or removal of school property, including but not limited to intentional marking of walls or tables, or misuse of still life objects, skeletons, mirrors, mat cutters, computer mice and keyboards, and binding machines will be considered vandalism.

Students must comply with standards for studio maintenance. Those who abuse these standards will face the appropriate penalties which could include grade deductions and/or referral to Academic or Student Affairs.

Art Department Health and Safety:

- The wood shop may not be used without training from the wood shop supervisor, Russell Maycumber. All machines and tools must be used under his supervision. The wood shop is located inside Studio 3. Russell's hours and contact information are posted on the wood shop doors.
- Students who mix paint, solvents or work with wire are advised to wear safety glasses. If you do not wish to purchase them, the art department has safety glasses available for you in the Wood Shop (located on the first floor, inside Studio 3). If you cannot locate the safety glasses, ask the wood shop manager or your instructor.
- If you decide to use a material/product/process that does not appear on the materials list for this class, you must speak with the instructor. The instructor can inform you of any hazardous/safety issues that are associated with the chosen material.
- Practice safety with X-acto and utility knives. Always position your body to the opposite side of the hand you cut with. Practice proper Disposal of X-acto or utility blades. DO NOT THROW BLADES IN TRASH. Even if the blade is dull, it can still slice through the trash bag and cut someone. Attach blade to a scrap piece of foam core, or paper, and generously wrap with mask tape. Once you are assured that no sharp area of the blade is exposed, throw in trash.

- Students may not install artwork in public areas without the permission and knowledge of instructor. Artwork is not permitted to hang or be placed in areas of the art building that block handicap access to elevator or classrooms. In addition, artwork should not be hung in areas that permit people to walk under the object and no artwork can be installed in the elevator ceiling panels.

Printing Fees

Color prints are 50 cents. B/W prints are 10 cents. Flagler College provides every student $50 worth of prints per semester. Additional prints can be purchased through the Business Office or online. Go to https://print.flagler.edu/ to check your balance and buy additional prints. Printing is available for both Windows and Macintosh systems; however, you must visit the Technologies Services department, on the third floor of the Proctor Library, to have Macintosh printing activated. It is important that you check your print balance on a regular basis.

Course Schedule:

Weeks 1-3: Introduction to Graphic Design
- Graphic Design Areas
  o Task 1: Photo Study
- The Creative Industry
  o Task 2: Concept Map
  o Task 3: Case Study

Weeks 3-6: Visualizing Music
- Project 1A: Typographic Logo
  o Design Research, Inspiration Board
  o Type Studies, Sketches, Design Charette, Vector Art, Silent Critique
- Project 1B: iTunes Cover Art
  o Moodboards, Comps
  o Ethical Issues in Graphic Design
  o Pricing Models for Creative Services
- Project 1 Process Book
  o Informational Hierarchy & Grid
  o Exercise 1: Creating a Process Book in Adobe InDesign
  o Exercise 2: Styles in Adobe InDesign

Weeks 6-9: Visualizing Information
- Project 2A: Infographic Poster
  o LATCH, Metaphor, Analogy, Symbolism
  o Sprinting, Regurgitation, Usability Testing
- Project 2B: Interactive Infographic
  o Exercise 3: Interactivity in Adobe InDesign
- Project 2 Process Book

Weeks 9-13: Designing for a Community Partner
- Project 3: Service-learning
  o Preparing for a Client Meeting, Problem Finding
  o Responding to a Live Brief, Color Studies
  o Presenting to a Client, De-coding Design
- Project 3 Process Book

Weeks 13-16: Graphic Design History
- Project 4: GD History
  o Major Movements in Graphic Design History
  o Who's Who in Graphic Design
- Project 4 presentations will be given during our final exam time, which is Tuesday, 4/24/2018 from 10:15 am to 12:15 pm.