

## SYLLABUS

# design technology

### **GRFX-1413-001 (14765) | SPRING 23**

**Instructor:** Professor Nikki Arnell

**Office:** HSS 3085

**Office Hours:** MW 7:30-7:50am in HSS 3085 & 5:00-5:40 pm in LIB 336 + Zoom by appt.

**Office Phone:** cell preferred 303-842-3039 > call or txt

office: 870-680-8457 > leave a message

**Email:** [narnell@astate.edu](mailto:narnell@astate.edu)

**Online Coursework:** [nikkiarnell.net](http://nikkiarnell.net) | Slack | Google Drive

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This class is required for any student acquiring a BFA in Graphic Design. You must receive at least a C for this class to count toward this degree. Earning a D or an F means you must take the class again. This class is a pre-requisite for GRFX-2303 Typography and Layout.

## COURSE DESCRIPTION

### TEACHING METHODS

#### REQUIRED

- Materials
- Book (none)
- Adobe Creative Cloud
- Class Website and Apps
- Other Expected Expenses

#### POLICIES

- Information Required to Know
- Deadlines
- Adherence to the Design Process
- Attendance
- Class Distractions and Disruptions
- Drink/Food Policy in Labs
- Critiques

### ASSESSMENT + GRADING

- Overview
- Course Grade
- Assignments
- Class Participation
- Projects
- Extra Credit
- One More Thing

## PROGRAM LEARNING OUTCOMES

### UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES

- Inclement Weather
- Access and Accommodation Services
- Academic Integrity Policy of the  
Dept. of Art + Design
- Dept. of Art + Design Handbook

#### CALENDAR



# course description

**A-State 2022-23 Course Catalog:** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Fall, Spring.

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**Class Location:** Library 336

**Class Time:** MW 2:00 pm-4:50 pm > **Plan to be present the entire class time.**

**GRFX1413 Zoom SPG23 URL** (only use if required by professor):

<https://astatecall.zoom.us/j/6661919843>

# teaching methods

- **This class is taught face-to-face**, unless the university states otherwise during the semester. If virtual class is necessary, join via the GRFX1413 Zoom SPG23 Zoom URL when directed.
- **Attendance is strictly enforced by the professor.** Consequences for not attending will impact course grade.
- Google Drive and Slack will be used in addition to the class website on [nikkiarnell.net](http://nikkiarnell.net).
- This course is based on group lecture and instruction **plus at least 8 hours** of work out of class each week. See [2022-23 Dept. of Art + Design Student Handbook](#), page 6 “Definition of a Credit Hour, Studio/Lab Classes.”
  - This class will have a [Learning Group Leader](#) for more one-on-one help with software assignments and projects. She is an upper-level Graphic Design major. More information to come!
- It is imperative that student have command of her/his/their **time management** and **communication skills**. Student should enter schedule into her/his/their calendar at the beginning of the semester and plan time around due dates. Procrastination should not be a habit.
- **Participation is key throughout the class.** Though attending class is important, being an active contributor is crucial. **Professional Communication is also a significant portion of this grade.**
- All projects will have a **Project Sheet interactive PDF**. These will be available on class website.
- Any special requirements must go through [Access & Accommodation Services](#).
- If student does not understand something, please **speak to the professor** as soon as possible, but **AFTER** one has read over all materials provided for the course.

## MATERIALS

- **Digital storage device:** USB flash drive or external hard drive – **at least 128GB**.
  - > Student should save work to their own Google Drive (or other), but backing up work to an external device should also be routine.
  - > The shared Google Drive folder for this class should only be used to turn in work.
  - > Though it is encouraged to work with files directly on the computer desktop while working, DO NOT store files here.
- **Sketchbook of white pages**, close to 9 x 12 inches. Plain white copy paper can be used if necessary. No lines of any kind. *Fresco or Procreate may be used if student has the hardware.*
- **Pencils** and **Eraser(s)**. No lead weight specified; however, the mark must be dark. Be sure the eraser completely removes any marks you made. If you are not using a mechanical pencil, buy a **pencil sharpener**.
- **METAL ruler** – 18 inch minimum (but larger than 24 inches is difficult to transport).
- **X-Acto** and many **#11 blades** > [what are these?](#)
- **Self-healing cutting mat** – 18 x 24 inches minimum > [what is this?](#)

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## BOOK

There is no required book for this course.

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## ADOBE CREATIVE CLOUD



- These are required to use, but you are not required to purchase Adobe software!  
You will specifically use the programs **Illustrator**, **Photoshop**, **InDesign**, and **Adobe Express**.  
**Where to access when not in class:**
  - LIB-336 and -338 will be locked outside of classtime, so make sure you save all working files to places other than the lab computer!

- **LIB-340** is open when the library is open. It is accessible via **A-State Student ID** if enrolled in graphic design classes.
- **LIB-205** is available outside of times when classes are held in the room (see sign on door) when the library is open. It too is accessible via **A-State Student ID** if enrolled in graphic design classes.
- In Fall 2022, students enrolled at A-State in classes requiring Adobe Creative Cloud could obtain **access for use on their personal computers**. Hopefully, this will continue for Spring 2023. Please see professor for further instructions.
  - If you do this, make sure to review the hefty [minimum requirements of a computer on which the software is installed](#). Also, archive files often to an external drive then remove them from your computer to ensure your computer runs efficiently!
- **Adobe Express** is a cloud-based application and available anywhere you have access to the internet. It is most easily used on a computer or iPad.
- **How to access:**
  - **Password:** Whenever you first signed up to access the Adobe Creative Cloud as a student at A-State, the password you held at the time for A-State's MyCampus was used. Then A-State continually asks for an updated password for its system; however, Adobe is separate from A-State. Therefore, **the Adobe password may be from an old A-State password**.

## CLASS WEBSITE AND APPS

### Website

- All projects, outside reading material, notes, and syllabus will also be posted on: [www.nikkiarnell.NET](http://www.nikkiarnell.NET) : GRFX-1413. Blackboard is not used for this class.

### Web Browser

- Chrome (or Safari for Apple) is suggested for best use across all platforms.

### Slack

- Download the **FREE Slack app** on your computer, phone, and other devices. Avoid using Slack as a website.
- You must join the **Workspace: Prof. Arnell SPRING 2023**
- See A-State email for invite or [click this link](#).



- Also immediately find and join the **#general** and all **#1413\_** channels. Continue to join all **#1413\_** channels as they are created throughout the semester.
- [“Star” and “Un-Star” channels as you need them for an organized workspace.](#)
- **Check on a daily basis** via notifications and/or manually.

## Google Drive

- **Each student will use a Google Drive folder shared with Prof. Nikki for this class** to turn in projects. The link to this shared folder will be supplied via **A-State email**.
- Because the class folder (and its sub-folders) is shared (not native to student’s drive), each student should add a shortcut for easy viewing on screen. See here > <https://support.google.com/drive/answer/2375057?co=GENIE.Platform%3DDesktop&hl=en>
- Only use this SHARED folder to turn in final work. Please use your own free Google Drive space to save working files.
- Access Google Drive online quickly by bookmarking it.

## Zoom

- Download the FREE version of Zoom on all devices so it is available whenever needed.
- Office hours are available on Zoom via appointment.
- Zoom could be used in class for any conversations that cannot safely be held face-to-face, like a student who is ill or in quarantine who must speak with professor.

## Grammarly

- It is required to use (at least) the free version of [Grammarly](#) (or similar) every time you write something, like Artist Statements, to be graded. It is recommended to use the paid version.

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## OTHER EXPECTED EXPENSES

- **Printing:**
  - When printing to one of the color printers associated with the Art + Design computer labs, these costs come from a student’s account.
  - A student may also print files at an external source like FedEx Office, Office Max/Depot, etc.
    - Be sure to understand the costs before submitting your files. Also, supply detailed directions to the person printing your file to ensure success. You should do this for all vendors in your professional life because it helps them *and* ensures you double-checked your work.

## INFORMATION REQUIRED TO KNOW

- **Students are required to review the updated [2022-23 Dept. of Art + Design Student Handbook](#).** Acknowledgment that you have read and understand it is part of the contract signed with professor in order to continue in the class.
- Linked within the handbook are other important policies to review, including the [A-State Student Handbook](#) and [A-State Student Code of Conduct](#).
- Also see [University and Department Policies](#) at the end of this syllabus..

## DEADLINES

Deadlines must be observed. **If you miss deadlines in this course, you will receive a lowered grade - 1 letter grade for each DAY the assignment is late** (unless excused). In the real world, you could lose your job, so observing these scheduled deadlines is extremely important. Failure to include a project in critique will lower the grade for that assignment. If you miss a deadline, please speak with me and complete the project, as 50% (= F) is better than 0%.

## ADHERENCE TO THE DESIGN PROCESS

- **Thumbnail sketches are expected at the beginning of all projects.** No work will be accepted if student has not finished this first step unless otherwise indicated.
- See more here about the design process > <http://www.nikkiarnell.net/the-design-process.html>.

## ATTENDANCE

- **A-State Student Handbook:** "Students should attend every lecture, recitation, and laboratory session of every course in which they are enrolled. Student who miss a class session should expect to make up missed work or receive a failing grade on missed work...  
**Students must use their available absences for any cause which requires them to miss including, but not limited to, vacation, illness, emergency, or religious observances.**  
Students who are aware that they will have absences during a term should ensure that they do not exceed the absences available."



- **For the entire semester, we will meet for class only about 30 times.** This is not high school, so just missing one class in a week is missing half of the entire week's work. Very few classes are scheduled as work days, as work is expected to be completed outside of class. When you miss a class, you miss important information – oftentimes, **experiences from a workshop or discussion that cannot be supplied in any other way but actually participating.**
- **All classes are expected to be attended in person this semester unless otherwise officially notified.** Attendance and participation are essential to passing this class; however, immediately contact Prof. Arnell via A-State email, Slack Direct Message, call or text (303-842-3039) before showing up to class if you feel ill.
- **For all scheduled class times unless otherwise stated:**
  - **Attendance is taken at the beginning of class.** If you are tardy, it is your responsibility to be recorded on the roster.
  - **3 tardies = 1 absence**
  - Leaving early without being excused by instructor = **1 absence**
  - **After the 4th unexcused absences (this means you can be absent only 4 times) = final letter grade reduced by 1** (ex. if you have an A for the semester, you receive a B)
  - After the **5th** unexcused absences = final letter grade reduced by 2 (ex. if you have an A for the semester, you receive a C)
  - After the **6th** unexcused absences = final letter grade reduced by 3 (ex. even if you have an A+ for the semester, you still get a D. )
- **For classes or other activities student is expected to attend virtually at a scheduled time (synchronous delivery):**
  - Same as above. Attendance and participation relate to whatever platform is in use. For example, if the class is meeting on Zoom, then student is expected to be present.
  - If connection to internet is a problem, student must contact professor immediately via phone or text. Don't suffer consequences for something that isn't your fault.
- **For classes or other virtual activities student is expected to attend virtually BY a scheduled time (asynchronous delivery):**
  - Same as above. If this is not done on time, it will be considered an absence or a lack of credit.

## CLASS DISTRACTIONS AND DISRUPTIONS

- Bring headphones if you would like to listen to music during studio or in-class work time.
- Cell phone and/or Smart Watch usage during lecture is not allowed and computers are to be used for coursework only.
- Calling, texting, checking social media sites (other than for coursework), e-mailing, etc. are prohibited during lecture and discouraged during studio time.
- If you do not follow these rules, you will be asked to leave the classroom and counted absent for the day.
- If student causes any disruption in class after professor clarifies there is a problem, student will be asked to leave and student will be counted absent (see attendance policy and grade consequences).
  - Campus security will also be notified if professor feels this is necessary.
  - A permanent record of the student's disruption may also be registered if professor feels this is necessary.

## DRINK/FOOD POLICY IN LABS

- No **liquids** are allowed on any table where a computer owned by the university is located. You may place the drink on the floor next to you or place it on the center table.
- No **food** is allowed on or near any table while working on public lab computers. You may eat on the center table, then wash or sanitize your hands before using the lab keyboard.

## CRITIQUES

- Critiques are an ongoing part of this class as students become increasingly comfortable presenting their work and critiquing others.
- **Critiques are mandatory to attend and participate**, whether they are in person, written online in Slack, or virtual face-to-face in Zoom.
- When participating in a critique, sure you:
  - Share your opinions.
  - Share your opinions in the form of constructive criticism.
  - Ask questions when somebody is discussing your work with you.
  - Take notes when somebody is critiquing your work.

# assessment +grading

## COURSE GRADE

- The course grade will be based on:
  - **Assignments & Class Participation (20%)**
  - **Projects (80%)**

*(Percentages are approximate. Also, see how attendance affects grade.)*
- Be aware that the overall course grade does not use + or -; therefore, be sure something like poor attendance or participation doesn't pull your B+/A- to a B grade (for example).
- Each project is worth an equal amount, including the "FINAL PROJECT: Design Tech Portfolio Page." In other words, there is no final project grade that is worth more than others in this course.
- Be aware that the overall course grade does not use + or -; therefore, be sure something like poor attendance or participation doesn't pull your B+/A- to a B grade (for example).

## ASSIGNMENTS

- Assignments are important, hands-on work with tools, usually in response to a Demo. They are often completed entirely in class, with final touches to be worked on before the next class time if necessary.
- Assignments do not demand the same adherence to a strict design process and discussion of ideation and design concepts; hence, their course grade value is not as significant as projects.
- Each assignment will receive one of the following:
  - **CR (Credit) = 100% | 1/2CR = 50% | NoCR = 0%**

## CLASS PARTICIPATION

- Aside from just showing up to class, participation is about being an active member of the classroom environment. This includes in-class discussions, whether face-to-face or online.
- If a student is debilitatingly shy, it is required to speak to the professor as soon as possible so that she may discuss with student how to best overcome this. Any other medically documented reason for not participating in class will only be excused via Access and Accommodations documentation, as the center also provides solutions for success.

## PROJECTS

- Student will receive either full credit (CR), partial credit ( $\frac{1}{2}$ CR), or no credit (NoCR) to each item listed on the projects's rubric, which is available on the project sheet.
- The **FINAL GRADE** also includes Comments also. Be sure to take notes during all critiques in class and online, as I will often refer to these in Comments section.
- Each project will require a **self-evaluation completed via an online questionnaire after the project is due**. These will usually be two-three sentence answers and multiple choice questions, asking your about your strengths, weaknesses, and future goals. Link supplied on project sheet.
- *Example:*

### GRFX-1413 Spring 23 | Project# - Project Name

CR |  $\frac{1}{2}$ CR | NoCR • Directions were followed accurately with absolutely no errors.

CR |  $\frac{1}{2}$ CR | NoCR • All work turned in on time.

CR |  $\frac{1}{2}$ CR | NoCR • Present for all class lectures, workshops, demos, in-class work days, and critiques.

CR |  $\frac{1}{2}$ CR | NoCR • All thumbnail sketches completed on time as directed.

CR |  $\frac{1}{2}$ CR | NoCR • Design choices explained logically and eloquently.

CR |  $\frac{1}{2}$ CR | NoCR • Professional communication used at all times.

CR |  $\frac{1}{2}$ CR | NoCR • Ambition - How much did you challenge yourself? Did you plan your time well?

CR |  $\frac{1}{2}$ CR | NoCR • Required Photoshop Tools used correctly.

CR |  $\frac{1}{2}$ CR | NoCR • Other Photoshop Tools explored and used correctly.

CR |  $\frac{1}{2}$ CR | NoCR • Self-evaluation completed before deadline.

**COMMENTS:** (brief written critique here)

**FINAL GRADE:** (letter grade and/or percentage)

- In order to receive an A, a project must be exceptional in all respects. Letter grades A through D with + and -, and F will be used. The corresponding percentage is shown below.
  - A+ = 100%                      A = 95%                      A- = 90%                      = *exceptional work*
  - B+ = 88%                      B = 85%                      B- = 80%                      = *average work*
  - C+ = 78%                      C = 75%                      C- = 70%                      = *work needs improvement*
  - D+ = 68%                      D = 65%                      D- = 60%                      = *major problems*
  - F = 50% and below (see Deadlines)                      = *Zoom meeting with professor required*
  - Not turning anything in at all: 0%                      = *^^ + consider dropping this course*

## **EXTRA CREDIT**

- Extra credit is available to help increase one's course grade. Options for extra credit include attending events and entering juried competitions. [See more information here.](#)

## **ONE MORE THING**

- I love a good story, but not when it's just a lame excuse for late work.
- I encourage defense of your design choices and professional communication, but have no patience for lack of respect and bad manners.
- Thank you for being part of my class. I hope you are excited to learn and ready to excel to your highest potential!

**If you do not understand something about how you are assessed in this course, PLEASE speak to the professor as soon as possible but AFTER you have read over all materials provided for the course.**

# program learning outcomes

## **BFA GRAPHIC DESIGN**

### **Subject Knowledge :**

- Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.

### **Problem Solving Skills :**

- Students will be able to solve complex problems for interconnected systems of objects, people and settings using knowledge of aesthetic and contextual issues.

### **Technical Competence :**

- Students will be able to create a portfolio that proves adaptation to technological innovation via effective designs that display a working knowledge of multiple processes and media.

## **BFA ART EDUCATION**

### **Pedagogy :**

- SWABT - Synthesize best practices in the creation of artifacts and lesson plans in order to plan and prepare, manage the classroom environment, instruct, and perform professional responsibilities in the elementary and secondary art classroom.

### **Historical and Theoretical Foundation of Art:**

- SWABT - Understand art materials in their art historical context including stylistic traits, theory, aesthetics, and critical response in western and non-western traditions.

**Art Making:**

- SWABT - Apply elements and principles of design with historical and contemporary compositional devices to create artwork in a variety of media with an understanding of process, safety and presentation.

**BFA STUDIO ART****Critical Thinking Skills**

- Students will be able to apply strong critical, analytic and communication skills required to advance in academic and professional fields.

**Technical Competence**

- Students will create a body of work in a specific media that culminates in a pre-professional exhibition.

# university and dept. of art + design policies

## **INCLEMENT WEATHER**

- The university remains open for academic classes and all other services during inclement weather except in extreme circumstances determined solely by the Chancellor of the University. Regional and local news media will publicize the closing. Commuter students are encouraged to use good judgment in deciding whether to drive to campus during inclement weather. In those cases where the decision is made not to travel to campus under this policy, it is the responsibility of the student to immediately contact each of his/her/their professors upon return to explain the circumstances and to determine the need to complete any missed assignments. The student is responsible for all missed assignments during inclement weather within a time frame to be determined by the professor.

## **ACCESS AND ACCOMMODATION SERVICES**

- Any student who is registered with A-State's Access and Accommodation Services (formerly known as Disability Services) and who needs reasonable accommodation must notify the professor by the end of the second week of classes.
- The Director(s) of Access and Accommodation Services (A&AS) are the university's compliance coordinators for Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act and Amendments (ADAAA). Reasonable and appropriate accommodations are made for qualified students with disabilities and impairments to provide access and remove barriers to success. Reasonable access includes but is not limited to academic adjustments (extra time on exams, preferential seating, recording class lectures, note-taking services), access to buildings/locations/spaces, use of various modes of communication, use of assistive devices and technology, adjustments regarding extracurricular activities, and more.



- Students who want to receive accommodations must register with Access and Accommodation Services, participate in an intake session, and follow the process required to maintain accommodations for each term. <http://www.astate.edu/a/disability/>

## **ACADEMIC INTEGRITY POLICY OF THE DEPT. OF ART + DESIGN**

### **Academic Integrity:**

- Academic integrity calls for students to do their own work and not to claim as their work anything someone else has done. Intellectual growth calls for doing one's own work; so does academic honesty.
- Infringements of academic integrity include offering someone else's work as your own (see Plagiarism below), buying term papers, and cheating (see Test cheating below). Specific penalties may result.

### **Plagiarism\***

- "Plagiarism" means giving the impression in an assigned paper or studio work that someone else's thoughts, ideas, images and/or words are your own.
- To avoid plagiarism give written credit and acknowledgment to the source of the thought, idea, image and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
- If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.
- If you directly incorporate an image by someone else, you should give credit to that person, in the title, or following your signature, or in some other appropriate way.  
Example: ".. after Rembrandt."
- No written paper or studio project created for credit in one class should be used for credit in another class without the knowledge and permission of all professors concerned.
- The research as well as the complete written paper or studio project should be the work of the person seeking academic credit for the course.

### **Cheating/Unapproved Collaboration**

Cheating is an act of dishonesty with the intent of obtaining and/or using information in a fraudulent or unauthorized manner. Examples of cheating include, but are not limited to:

- Observing and/or copying from another student's assignment.

- Giving or receiving assistance during an examination period. This includes
- providing specific answers to subsequent examinees and/or dispensing or receiving information that would allow the student to have an unfair advantage in the examination over students who did not possess such information.
- Using class notes, outlines, and/or other unauthorized information during an examination.
- Using, buying, selling, stealing, transporting, or soliciting, in part or in whole, the contents of an assignment when such action is not authorized by the instructor of the class.
- Using for credit in a subsequent class an assignment written for credit in a previous class without the knowledge and permission of the instructor of the subsequent class. This includes when a student is repeating a course for credit.
- Impersonating or attempting to impersonate another person, or permitting or requesting another person to impersonate you for the purpose of taking an examination or completing other assignments.
- Unauthorized collaborating during an examination, lab, or any course requirement with any other person by giving or receiving information without specific permission of the instructor.
- Altering grades or official records.
- Falsifying or signing another person's name on any academically-related University form or document.
- Sabotaging or interfering with the academic progress of others.
- Submitting altered, fraudulent, or falsified data, course, degree program requirements, including but not limited to honor's thesis; doctoral dissertation; qualifying exam; dissertation defense, and University records/forms.

*Faculty members may respond to plagiarism in any of the following ways:*

- Return the work to be redone; the grade may be reduced.
- Give a failing grade on the work ("F" or zero).
- Give the student a failing grade in the course.
- See [A-State 2022-23 Student Handbook](#) in regards to Academic Misconduct.

*If cheating occurs during a test, a faculty member may:*

- Seize the test of the offending student, or
- Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.
- See [A-State 2022-23 Student Handbook](#) in regards to Academic Misconduct.

*Faculty members may respond to cheating in any of the following ways:*

- Give a failing grade on the exam ("F" or zero).

- Give a failing grade in the course.
- See [A-State 2022-23 Student Handbook](#) in regards to Academic Misconduct.

## **DEPT. OF ART + DESIGN HANDBOOK**

- Read through and familiarize yourself with the Policies of the Dept. of Art + Design by reading the **Dept. of Art + Design Student Handbook**. This can be found at:  
[https://www.astate.edu/college/liberal-arts/departments/art-and-design/student-information/student-info-files/Student\\_Handbook\\_2022-23\\_DeptArtDes.pdf](https://www.astate.edu/college/liberal-arts/departments/art-and-design/student-information/student-info-files/Student_Handbook_2022-23_DeptArtDes.pdf).