

SYLLABUS

art direction in advertising

GRFX-3603-001 (61672) | FALL 23

Instructor: Professor Nikki Arnell

Office: HSS 3085

Office Hours: TR 7:25-7:55am in HSS3085 and 4:50-5:20pm in LIB336; Zoom by appt.

Phone: 303-842-3039 > call or txt

Email: narnell@astate.edu

Online Coursework: nikkiarnell.net | | Slack | Google Drive | Adobe Express | Behance

This class is the same as **GRFX-3603 Advertising Design**.

You must receive at least a C for this class to count toward a BFA in Graphic Design degree. If presently enrolled student is on curriculum plans earlier than 2021, this class is required for the degree. Earning a D or an F means you must take the class again for credit. This class is only offered in the fall semester.

COURSE DESCRIPTION

TEACHING METHODS

REQUIRED

- Materials
- Book
- Adobe Creative Cloud
 - Computer Lab Access
- Class Website and Apps
- Other Expected Expenses

RECOMMENDED

- Materials
- Further Study
- Student Memberships

POLICIES

- Information Required to Know
- Deadlines
- Attendance
- Class Distractions and Disruptions
- Health Precautions
- Craftsmanship
- Adherence to the Design Process
- Critiques
- Use of A.I.

ASSESSMENT + GRADING

- Course Grade
- Project Grades
- Second Try
- Extra Credit
- Participation
- Overall

LEARNING OUTCOMES

- Course Learning Outcomes
- BFA - Graphic Design Program Learning Outcomes
- BFA - Graphic Design, Digital Design Emphasis Program Learning Outcomes
- Design Skills Development

UNIVERSITY AND DEPARTMENT POLICIES

- Notice Concerning the Possibility of Interruption of Instruction Due to Emergency
- F.E.R.P.A.
- Health and Safety Policy
- Inclement Weather
- Access and Accommodation Services
- Educational Equity Statement
- Academic Integrity Policy of the Department of Art + Design

CALENDAR

course description

Business and organizations need storytellers. As the communications link between supplier and consumer, the graphic designer/art director conceives and executes concepts that inform, motivate, educate, and/or sell. Graphic designers translate a message into visuals, whether that be via image, typographic voice, style, and/or white space. Comprehension of visual hierarchy, form vs. content, brand strategy, and audience reception combine to provide both the literal message of the commercial sell and the abstract aesthetic of traditional art. Students will also be introduced to copywriting, as art directors should have awareness of the verbal expression of a strategy

A-State 2023 Course Catalog: Campaign creation across multiple media. Emphasis on ideation, art direction, copywriting, and social media content creation to answer objectives. This course requires three or more hours per week outside of class. Fall, odd. Prerequisites: a grade of C or better in GRFX 2303 and ART 3123, or instructor permission.

Class Location: Library 336

Class Time: Mon and Wed | 8:00 - 10:50am

- Classroom door is shut at 8:15am.
- Attendance is taken at 8:15am. Do not be tardy.
- Plan to be present the entire class time.

Prof Arnell Classes Zoom URL (only if deemed necessary 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 GRFX-3603 Fall 2022 Zoom URL when directed.
- **Attendance is strictly enforced by the professor.** Consequences for not attending will impact course grade.
- Slack, Google Drive, and Adobe Express will be used in addition to the class website on nikkiarnell.net.
- This course is based on group lecture and instruction **plus at least 8 hours** of individual reading and research out of class each week. See [2022-23 Dept. of Art + Design Student Handbook](#), page 6 “Definition of a Credit Hour, Studio/Lab Classes.”
- **Participation is also key throughout the class.** Being an active contributor is crucial.
- **Reading** and study are required in this course to supplement work. Readings and videos are posted on the **#grfx3603_** channels in class Slack workspace.
- Each project will have a **Project Sheet interactive PDF**, available on nikkiarnell.net.
 - The Project Sheet includes detailed information including the objectives, how skills learned in other classes inform the project, a grading rubric, and a detailed schedule. Take the time to read these thoroughly.
 - Student should enter schedule into her/his/their calendar at the beginning of each project and plan time around due dates. Procrastination and missing deadlines will ruin your career; therefore, this skill is an integral objective in this course.
- It is imperative that student have command of her/his/their **time management** and **communication skills**. Be prepared for consequences if these are not taken seriously.
- 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 can save work to the cloud, but saving to and external device should be routine.
 - Though it is encouraged to work with files directly on the computer desktop while working, DO NOT store files here where safety depends on a lab computer’s hard drive.
- **Sketchbook with white pages**, close to 9 x 12 inches. No lines of any kind.
 - Plain (8.5 x 11 in.) white copy paper can be used if necessary.
 - Procreate or Adobe Fresco (free with Creative Cloud) may be used instead (or in addition to) if student has the necessary 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).
- The following are for tangible aspects of projects that might be used. As a design student, you should have these around anyway. **If money is tight, you may wait to purchase these until a project sheet requires a material.**
 - X-Acto and many #11 blades > [what is this?](#)
 - Self-healing cutting mat – 18 x 24 inches minimum > [what is this?](#)
 - Hard Rubber Brayer Roller > [what is this?](#)
 - Repositional Spray Adhesive (Spray Mount) > [what is this?](#)
 - Kneaded eraser (to remove spray mount) > [what is this?](#)
 - Black mounting board(s) - **TBD if needed - wait for project to purchase** (no gray boards, no foam core, no poster board) > [what is this?](#)

“What is this?” links only for visual information. You do not need to purchase from source.

BOOK

- **Advertising Concept Book Think Now, Design Later, Third Edition, by Pete Berry**
 - Only obtain the 3rd edition of this book.
 - ISBN-13 : 978-0500292679
- **Student must have book (physical or PDF) BY the end of the second week of classes.** Students will be expected to bring the book to class on Thursday, August 31st to show proof it has been acquired. If book has not been purchased to read by this time, student will be asked to drop the class.



ADOBE CREATIVE CLOUD



- You will specifically use the massive programs **Illustrator**, **Photoshop**, and **InDesign** in this class. **Adobe Express**, **XD**, **Fresco**, and **Acrobat Pro** may also be explored.
- **How to access:** Most applications will be available on the computer labs in the Art Annex. However, your correct password allows you to use the software.
 - **Password:** Whenever you first signed up to access the Creative Cloud as a student here 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 better security; however, Adobe is separate from A-State. Therefore, **the Adobe password may be from an old A-State password.**
 - If you can't sign on, put in a work order with A-State, as this is a licensing issue a professor cannot fix. Go to MyCampus and see "Adobe Creative Cloud" at the bottom of choices available. This will lead you to page about how to contact IT.

COMPUTER LAB ACCESS

- The design computer labs are now in the Dean B. Ellis Library.
- Only students enrolled in classes of the Dept. of Art + Design are allowed to use the computer labs and equipment.

- See page 23 of the [2022-23 Dept. of Art + Design Student Handbook](#) for information about the Building Pass and ID Card to access these. Also, review pages 14-15 for how students are expected to act and treat the space.

- Hours listed are when the labs (and building) are open. **Keycard access is required.** *These might change during semester. Hours will also vary during holiday and summer breaks.*

- **Library 340:**

This is the computer lab you have access to whenever the library is open. Use your student ID to open the door to the lab.

- **Fine Arts Center 114:**

Open whenever the building is open and the space is not reserved by a class.

- **Library 336, 388:**

It is possible a professor might allow students not enrolled in a course to work quietly on empty lab computers while a class is in session. Student must speak with professor before attempting to sit during a class in which they are not enrolled, and may be asked to leave at any time. When a class is not in room, the door is locked.

- **Library 205:**

Lab hours when class is not in session TBD.

If you prefer to use your own computer, you must also purchase Adobe Creative Cloud.

- Use your school ID to receive the substantial [Adobe Education Discount](#).
- Student may also be able to get Cloud free on their one personal computer through A-State. See professor about this.
- Review the hefty [minimum requirements of a computer on which the software is installed](#).

WEBSITE AND OTHER APPS

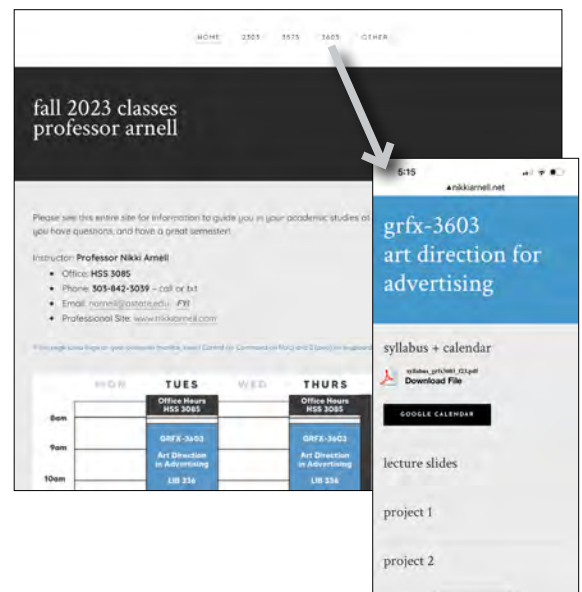
Website

- All projects, outside reading material, notes, and syllabus will also be posted on: www.nikkiarnell.NET : 3603.



Web Browser

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





Slack

- Download the **FREE Slack app** on your phone and all other devices. Avoid using Slack as a website.
- You must join the **Workspace: Prof. Arnell FALL 2023 A-State Classes**
- See A-State email for invite or [click this link](#). *See professor if link has expired.*
- Also immediately find and join the **#general** and all **#grfx3603_** channels.
- [“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>
- Access Google Drive online quickly by bookmarking it.
- A free app is available for phone, tablet, and other devices if this is preferred.



Zoom

- Download the **FREE** version of Zoom 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.
- **If classes move online**, there will be still be the regularly scheduled class meeting in virtual synchronous delivery.



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

OTHER EXPECTED EXPENSES

- **Printing:**

- Students enrolled in an Art + Design course may print in LIB-340.
- A student may also be required to – or decide to – 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 written detailed directions to the person printing your file to ensure success.

recommended

MATERIALS

- These are supplies you will use often; however, don't purchase if you don't need!
 - Utility blade (and blades) > [what is this?](#)
 - Ultra Fine Point Black Sharpie Marker > [what is this?](#)
 - Sharpened white pencil or gel pen with ultra fine tip > [what is this?](#)
 - White polymer eraser > [what is this?](#)
 - Colored pencils
 - Transparent (Scotch) tape
 - Rubber cement

"What is this?" links only for visual information. You do not need to purchase from source.



Grammarly: It is recommended to use the [paid version](#) of Grammarly to help you increase your writing skills.

FURTHER STUDY

The following are only suggestions for further study. They are **NOT REQUIRED** for this course.

- **Advertising by Design: Generating and Designing Creative Ideas Across Media, 2nd edition**, by Robin Landa, 0470362685
- **The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells** by Robert W. Bly, ISBN: 9780805078046
- **Advertising Creative: Strategy, Copy, And Design** by Thomas B. Altstiel and Jean M. Grow, ISBN: 9781452203638
- **Thinking With Type** by Ellen Lupton; ISBN: 1-56898-448-0 > **FREE PDF at** https://designopendata.files.wordpress.com/2014/05/thinkingwithtype_ellenlupton.pdf

STUDENT MEMBERSHIPS



AAF – America Advertising Federation (or “Ad Fed”)

- Local Chapter: [AAF-NEA](#)
- Participate in the annual Student Addy awards and Lunch and Learns in Jonesboro.

INFORMATION REQUIRED TO KNOW

- **Students are required to review the updated [2022-23 Dept. of Art + Design Student Handbook](#).** Acknowledgement 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%.

ATTENDANCE

- **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.
- **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 classes student is expected to attend in person:**

- 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
- 4th unexcused absences = final letter grade reduced by 1 (ex. if you have an A for the semester, you receive a B)
- 5th unexcused absences = final letter grade reduced by 2 (ex. if you have an A for the semester, you receive a C)
- 6th unexcused absences = final letter grade reduced by 3 (ex. even if you have an A+ for the semester, you still get a D.)

[2022-23 Dept. of Art+Design Student Handbook:](#)

ATTENDANCE

Attending class constitutes participation. Faculty expect participation because it builds facility of technique, professional work ethic, and quality output. A class period is the full published time (2 hours 50 minutes twice a week). **If a student has 4 unexcused absences (2x the number of class days per week for a MW/TR class) or accumulated tardies, their final grade will be lowered by one letter.** For each unexcused absence after that (5, 6, 7), an additional letter grade will be deducted. Each faculty member will determine their own policy for what constitutes a tardy and the penalty for arriving late or leaving early.

- **For classes or other virtual 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.

HEALTH PRECAUTIONS

- **Students are encouraged to mask or socially distance in any closed space.**
- **Students should wipe down all public surfaces and/or shared equipment before and after use.**
 - These include computer keyboards, mice, screens, and tables.
 - In computer labs, students may wear disposable latex gloves and/or use their own keyboard and mouse if desired. Please see professor if help is needed.
- **Students should sanitize hands before and after each class:**
 - Wash hands in bathroom with soap for at least 20 seconds.
 - Or use an alcohol-based hand sanitizer (at least 60% alcohol).
- Avoid sharing common office supplies such as pens and notebooks.
- Avoid touching eyes, nose and mouth with unwashed hands.
- Cover cough or sneeze with a tissue, then throw the tissue in the trash. Sanitize your hands immediately.
- Avoid close contact with people who are sick.

CRAFTSMANSHIP

- I expect perfect craft and student's grade. Project rubrics state this.
- Cutting and mounting work requires practice.
- It also takes time and practice for anything that is rendered by hand.
- Digital work also can be an exact science. Use guides, grids, and other elements of the program.

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>.

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.

USE OF A.I.

- **Visual and Verbal:** No assignments or projects generated entirely by AI tools will be accepted unless otherwise explained in writing by the professor.
- **Crediting A.I. Sources:** Plagiarism violations could result in expulsion from the university; therefore, ask if you have questions before consequences arise.
 - **Verbal (ChatGPT, QuillBot, and other AI Language Models):** Failing to cite a direct quote or paraphrased source of information in any written work can be considered an academic integrity violation - and this will include AI-generated content. In other words, you cannot

run something you grabbed from the internet through QuillBot a couple times and call it yours.

- **Visual (Firefly, MidJourney, Dall-e, and other AI Art Models):** Though using visual A.I. in the ideation stage of a project is allowed, failing to cite/explain this inspirational source when presenting thumbnail sketches (etc.) to professor will be considered cheating. Professor can also then help guide student to evolve from this inspiration to one's own work instead of just copying. Outright copying of or uncited use of an A.I. visual will cause the student to fail the project.
- **How to Credit:**
 - When using any AI (verbal or visual) for ideation, student must provide professor the source(s), answers found, and how/why this will be used in the final project. To not do so will impact the project grade, as this will be an item listed on the rubric.
 - IF visual AI use is approved by the professor in any way, student must list the following when turning in the Behance Self-Evaluation required with the final project. In the future, student should keep this source documentation when considering any work to showcase in your portfolio – from a student portfolio for internship acquisition to your professional book.
 - “The designer acknowledges the use of [Generative AI Tool Name], an art model developed by [Generative AI Tool Provider], in the preparation of this assignment. The [Generative AI Tool Name] was used in the following way(s) in this assignment [e.g., brainstorming, grammatical correction, style research, stock imagery appropriation, which portion of the assignment, etc.]”
- **Things you can do:**
 - Ask ChatGPT questions. Chat with it about topics in which you're interested. For example, “What are some current issues related to sustainability in the design industry?”
 - When you read what it says, remember that it's probably 60-70% correct, but perhaps not more than that. **What you're getting from AI is crowdsourced information, not a reliable product of research and assessment.** Given that you're considering whatever it told you with a big grain of salt, try a Google search with the same query and see what it turns up. Review, compare, and investigate, considering the validity of the source(s).
 - Consider how to verbalize a visual idea that doesn't do the work for you.
 - > In other words, don't type in something like “how to show springtime.”
 - > Not only is that a vague prompt, but it's also not challenging YOU to do the critical thinking. Perhaps instead after some quick sketches and ideation, you type in “spring flowers

growing on ocean wave, summertime, extreme lighting,” which is much more precise.

Then see what AI produces and sketch some more.

> Maybe after even more sketching of ideas, you ask ChatGPT for some words about springtime, then throw those into the visual AI you’re using and see what comes up.

YOU DO THE THINKING.

- Use AI Generative Fill in Photoshop, Generative Color in Illustrator, and whatever else Adobe comes up with this year. However, you **MUST** credit this. .

- **Things you cannot do:**

- Do not use a language model AI (ChatGPT, QuillBot, etc.) to write your papers.
- Do not use a language model AI (ChatGPT, QuillBot, etc.) to give you citations. (Really. Most of the time, these don’t work, and it’s the first way to spot a cheater!)
- If you didn’t write it, don’t put your name on it and claim that you wrote it. Do not modify a few words here and there and claim you wrote it, either.
- Do not use an art model AI (Firefly, MidJourney, Dall-e, etc.) to create any final artwork you claim to be yours.

- **© Copyright Protection:**

- US law states that intellectual property can be copyrighted only if it was the product of human creativity, and the USCO [United States Copyright Office] only acknowledges work authored by humans at present...

“In the case of works containing AI-generated material, the Office will consider whether the AI contributions are the result of ‘mechanical reproduction’ or instead of an author’s ‘own original mental conception, to which [the author] gave visible form’. The answer will depend on the circumstances, particularly how the AI tool operates and how it was used to create the final work. This is necessarily a case-by-case inquiry,’ the USCO declared. - [source](#)

assessment +grading

COURSE GRADE

- The course grade will be based on:
 - **Projects (95%)**
 - **Class Participation (5%).**

(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. In other words, there is no final project grade that is worth more than others in this course. Student should be aware of the Second Try clause (see syllabus) to be sure all project grades are the best possible as the average of all project grades produce a large portion of the final grade for this course.
- Quizzes may be given over assigned readings, Slack posts, lectures, and movie(s) could also be part of these tests.
- 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).
- Course grade computation in Blackboard should be taken with caution, as sometimes the math is not correct per this studio class. If student is ever unsure of a grade, please contact professor in person or via an individual.

PROJECT GRADES

- Student will receive either full credit (CR), partial credit (½CR), 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.
- *See example on the following page, though most GRFX3603 rubrics are much longer:*

Course Number Fall 2022 : PROJECT NUMBER

CR | ½CR | NoCR • Directions were followed accurately with absolutely no errors.

CR | ½CR | NoCR • All thumbnail sketches completed to spec.

CR | ½CR | NoCR • Design choices explained logically and eloquently.

CR | ½CR | NoCR • Typography explores shape in relation to space on the entire page available.

CR | ½CR | NoCR • Attention to leading

CR | ½CR | NoCR • Attention to kerning

CR | ½CR | NoCR • Focal Point(s) and/or Visual Tension explored.

CR | ½CR | NoCR • Issuu.com upload correct.

CR | ½CR | NoCR • Ambition - How much did you challenge yourself? Did you plan your time well?

CR | ½CR | NoCR • Participation in critique.

CR | ½CR | 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*
- Student should expect to present his/her/their work at each stage of development, both to the class and the instructor.

SECOND TRY

Student may redo some projects for an attempt to receive a better grade. To be eligible:

- Student must have turned in the original project on time and completed it.
- **Student must have adhered to the design process.** If I asked for thumbnail sketches when completing the project the first time and student did not do this, then I will accept no attempts at a Second Try to improve project grade.
- It is advisable that student wait for all critiques for project so that one can improve work as best possible.
- Student may have all semester to turn in any revisions, but they must be handed in before the week of finals. (The final project may not be redone, as it is due finals week.)

- **To hand in:** See sub-folder in shared Google Drive folder for class titled “**Second Tries**”. Student would turn all work in here exactly as asked. Student must then **notify professor in a written document** on Slack Direct Message, A-State email, or text, or it will not be graded.
- **Project 1**, which is made up of over 30 exercises, cannot be redone. If a student would like to try again at an exercise, please speak with professor and she may consider it.
- **Project 4** cannot be redone, as the final portion of the project is pitching to a client. It is also the end of the semester.

PARTICIPATION

- Participation in all assigned activities is required unless stated otherwise. This includes discussions in class, critiques, online Slack posts, and anything else the professor states as required in the class.

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.](#)

OVERALL

- 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.

learning outcomes

COURSE LEARNING OUTCOMES

Student will engage in critical thinking skills in both a group and as an individual via all of the methods listed below.

- **Problem Solving Skills:**

- Projects will apply theories studied via lectures and assigned readings. Together these will acquire the skills to create and develop the following:

- How to communicate to target market(s)
- Big Idea to communicate objective
- Introduction to brand positioning and campaign creation
- Campaign creation and implementation through multiple methods and media
- Continued development of layout, multi-page read, and typography
- Reinforced awareness of hard (tangible) versus soft (digital) mediums
- Introduction to copywriting skills

- All exercises and projects will also evolve conceptual skill and intellectual curiosity, as well as continued awareness of audience reception per strategic objective.

- **Technical Competence:**

- Student will acquire demonstrable knowledge of tools needed for the purposes of design, as well as improvement of hand-eye coordination and craft.
- Student will continue development of software knowledge as a tool of graphic design.
- Continued development of software and hardware skills to create artwork to spec.

- **Communication Skills:** Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum. In addition, these skills will further develop the ability to critically evaluate artistic output for individual improvement.

- **Interpretation of Historical Artistic Skills:** Lecture and readings will educate student regarding the lineage of relative artistic discipline per project.

- **Organizational Skills:** Time management and research skills will be reinforced by deadline-dependent grading and strict adherence to the Design Process, as well as an ongoing binder/sketchbook of organized notes and required social media postings.
- **Collaboration Skills:** Continuing methods of critique will improve self-awareness, as well as art reception per audience and context.

BFA - GRAPHIC DESIGN PROGRAM LEARNING OUTCOMES

- **SUBJECT KNOWLEDGE : EMPHASIZED**
Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.
- **PROBLEM SOLVING SKILLS : EMPHASIZED**
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 : EMPHASIZED**
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 PROGRAM LEARNING OUTCOMES

- **HISTORICAL AND THEORETICAL FOUNDATION OF ART : EMPHASIZED**
Students will be able to understand art materials in their art historical context including stylistic traits, theory, aesthetics, and critical response in western and non-western traditions.
- **ART MAKING : EMPHASIZED/REINFORCED**
Students will be able to 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.

Students in all BFA programs should KEEP ALL GRADED WORK from this course for possible inclusion in his/her/their **Graphic Design Review** if it has not already been completed. The review is a counseling/advising practice for all art students and is the admissions' screening procedure for students interested in pursuing a BFA degree in art/design.

DESIGN SKILLS DEVELOPMENT

- Very few things taught throughout the Art + Design curriculum are intended to be a singular lesson. No part of what you learn in the department is intended to exist in a vacuum.
- Be aware of the following skills. Each and every class will introduce and/or develop your work in these areas. **Be conscious of this and connect them in your mind.**
 - Awareness of audience and reading behavior to deliver a message.
 - Awareness of platform specifications to amplify user experience. Understand print, web, apps, packaging, environmental signage, and more, including similarities and differences. Allow the different environments to inform one another.
 - Hand-Rendering and Digital Creation
 - Styles and Ideals in relation to history, specifically Modernism and Post-Modernism.
 - Design Systems
 - Layout, including Grids and Visual Hierarchy
 - Imagery
 - Typography > Leading, Kerning, Tracking
 - Visual Weight of a mark via awareness of shape and space.
 - Concept Development

university and department policies

NOTICE CONCERNING THE POSSIBILITY OF INTERRUPTION OF INSTRUCTION DUE TO EMERGENCY:

While it is the goal of Arkansas State University to offer face-to-face classes for its on-campus programs, the university recognizes that in the event of emergency it may become necessary to shift courses into hybrid or online delivery modes. The recent experience of the COVID-19 pandemic made this necessary; however, the same need to shift could be the product of other natural or civil disasters, and could be for short or extended periods of time. To prepare, this means nearly every course offered will have a component where high-speed, reliable internet access is essential to course success. Other technology such as web cameras or specific software may be required by instructors to facilitate remote instruction (please consult the A-State Internet and Technical Services website for more details). Students are strongly encouraged to secure broadband access they can use for the semester either on or off campus. In the event of the need to change the mode of instruction, A-State will endeavor to keep as many on-campus facilities and support areas open as possible dependent on the circumstances of the emergency.

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn.

F.E.R.P.A.

- Under the Family Educational Rights & Privacy Act, the instructor is prohibited from posting grades in any manner that reveals the identity of the student. The instructor also cannot discuss grade information over the telephone or via email, text, or any other format in which positive identification cannot be established. If you have questions about your grade, please make an appointment to meet with professor in a face-to-face meeting or a Zoom meeting with cameras on.

HEALTH AND SAFETY POLICY

- This course may require the use of hazardous chemicals, equipment or processes that the University Safety Committee recognizes as potentially hazardous to a student's safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment. In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to safely engage in the use of any hazardous chemical or equipment.
- All students should use hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.

INCLEMENT WEATHER

- **University closures are decided by university administration and announced to faculty, staff, and students concurrently.**
- If weather or other unforeseen circumstances cause class to be canceled, immediately check the class's Slack group. If the weather is questionable, also check the class's Slack group just in case professor cancels classes (highly unlikely). If you are a commuter student and weather is extreme, it is imperative that you contact the professor as soon as possible to open a line of communication and not fall behind in coursework.
- *Undergraduate Bulletin: INCLEMENT WEATHER POLICY:*
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.
- *2015-2016 ASU-J Undergraduate Bulletin, Page 53: DISABILITY SERVICES:*
Disability Services (DS) specializes in facilitating full and equal access to ASU-Jonesboro and sister campus services, programs, and activities for students with disabilities. The philosophy of Disability Services is inclusion for students, while maintaining high standards of academic excellence and student satisfaction through the provision of accommodations that support students' personal, academic, social and career development. Students who are allowed access and accommodations are likely to achieve academically and develop their confidence to navigate college life and excel in a university setting. Disability Services offers a variety of support services, including; mentoring and transitional services, alternative testing options, advocacy, note-taking services, physical access to the classroom, buildings, and grounds; assistive technology, software training and alternative textbooks format. Students may participate in several DS programs that promote volunteerism, including; The Ghostwriter Program, Academic Success and Access Program (ASAP), Golf Cart Program, and Delta Sigma Omicron, a fraternity dedicated to promoting advocacy and inclusion of students with disabilities at Arkansas State University. For additional information, please visit our Disability Services' website at <http://disability.astate.edu> or call 870-972-3964

EDUCATIONAL EQUITY STATEMENT

A-State takes great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of discrimination and/or harassment on the basis of color, sex, sexual orientation, gender identity, race, age, national origin, religion, marital status, veteran status, genetic information or disability in any of its practices, policies or procedures are not tolerated. This includes, but is not limited to, employment, admissions, educational services, programs or activities which it operates or financial aid. It is the responsibility of all departments and all personnel, supervisory and non-supervisory, to see that this policy is implemented throughout the university. Direct all inquiries regarding the nondiscrimination policy to the Office of Title IX and Institutional Equity, 870-680-4161 and the Administration Building, Room 104.

ACADEMIC INTEGRITY POLICY OF THE DEPARTMENT 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.

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.

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.

Following is a general schedule created in August 2023. All project sheets and in-class announcements override these dates. Also, see class's Google Calendar for most up-to-date schedule. P/F = Pass/Fail.

WEEK OF AUG 21

Mon Aug 21: A-State classes begin

- Intro Lectures
- Class contract (Google Form) due >> See Slack **#grfx3603_main** for link.
- Begin **Project 1: Advertising Concept/Design Exercises**
(Multiple exercises over half of the class. Other projects will start and finish before this "project" – and all of its exercises –conclude.)
- **View Samples Provided. Participate in Discussions** (P/F required):
Advertising Careers, Art Director vs. Graphic Designer, setup of an advertising/full-service agency; Brand vs. Campaign vs. Ad One-Off and the Big Idea;
Marketing's relation to Creative Advertising and why one can't live without the other;
Convergent vs. Divergent thinking and YOUR GIFT; What Wins Awards (and why that matters;
Advertising Creative Revolutions (brief history and present-day...and future?)
- Watch [Art & Copy](#) (2009)
- **Get textbook!** You must receive it by Thursday, August 31st.
PDF provided of these sections while students wait for books. No more PDFs will be provided.
 - » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
You will not pass this class if you do not read these and take notes for yourself:
 - » Introduction (8-18) for Tuesday
 - » Chpt. 14: Execution (274-292) for Thursday
 - » ^^ Find **YFT** (Your Favorite Thing) and be ready to efficiently explain in class.
 - » *Check Slack > all grfx3603_ channels that show new posts! This is required.*

WEEK OF AUG 28

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Brand (again), Product/Service, Target Markets and Persona;
Multi-Media; Hard vs. Soft Sell vs. Content Creation; Ideation Techniques
- **Project 1 > Exercises** (see Project Sheet and its Schedule)
- **Project 1 > Escape Room Competition** to test knowledge from readings and design abilities **28**

- Watch [Project Re: Brief: A Film about Re-imagining Advertising](#) (2012):
 “Google came up with [Project Re: Brief] after talking about adapting classic ads into banners with New York-based creative agency Johannes Leonardo. According to Govil, it evolved after he saw the documentary *Art & Copy*, about 1970s ad world mavericks. ‘If we can shift the way the industry approaches building digital advertising, we can come up with amazing work that people will love, remember, and share 50 years from now,’ he says.”
- » **Read** thoroughly and take notes for next week > **Required for P/F Discussions and Exercises!!**
- » Chpt. 1: Basic Tools (19-42) >> Find **YFT** and be ready to efficiently explain in class.
- » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
- » Check Slack > all [grfx3603_ channels that show new posts! This is required.](#)

WEEK OF SEPT 4

Mon Sept 4: Labor Day. No A-State classes.

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
 Explain **YFT** from reading; Introduction to the Big Idea and Legs; KISS, SLIP IT, Lateral Thinking; Features and Benefits (to Target Market); Target Personas; 1-in10 Rule; You Must Find Inspiration, but not Copy; Don't Tell, Show...but Don't Just See-And-Say; IMPLY; The Opposite Rule; Use Symbols, but Avoid Clichés; Other Things to Avoid; People and Products in Ads; Exaggeration vs. Contrivance, Safe vs. Irreverant (Know Your Audience!)
- **Project 1 > Exercises** (see Project Sheet and its Schedule)
 - » **Read** thoroughly and take notes for next week > **Required for P/F Discussions and Exercises!!**
 - » Chpt. 2: Strategy (43-57) >> Find **YFT** and be ready to efficiently explain in class.
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all [grfx3603_ channels that show new posts! This is required.](#)

WEEK OF SEPT 11

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
 Explain **YFT** from reading; ****The Creative Brief **drumroll here****; Review Big Idea, Target Markets, Features and Benefits, Strategies, Media, Campaigns/Taglines/One-Off Ads, Ideation Methods; Ethics of – and Future with – AI > Introduce Adobe Firefly and Photoshop Beta AI instead of Midjourney
- **Project 2: Intro to Strategic Copywriting and Art Direction to Reach an Audience**

- » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
- » Chpt. 3: Print (58-91) >> (this chapter is really about headlines and visuals)
 - >> Find **YFT** and be ready to efficiently explain in class.
- » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
- » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF SEPT 18

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Headlines!; Subhead=Crutch (usually); Reductionism; Hierarchy and How to Control the Read; Control the Breathing Room (White Space); Visual Twists
- **Project 1 > Exercises** (see Project Sheet and its Schedule)
- **DUE: Project 2** >> Self-Evaluation **DUE** (link to Google Form on project sheet)
- **Project 3: upDATING Headlines to Find The Big Idea**
 - » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
 - » Chpt. 4: Campaign (92-98) >> Find **YFT** and be ready to efficiently explain in class.
 - » Chpt. 5: Tagline (99-107) >> Find **YFT** and be ready to efficiently explain in class.
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF SEPT 25

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Review Big Idea and Legs; Campaign vs One-Shot Review, How to Create a Campaign & the Power of a Strong Tagline;
- **DUE: Project 3A** >> Self-Evaluation **DUE** (link to Google Form on project sheet)
- **Project 1 > Exercises** - Lots this week!!! (see Project Sheet and its Schedule)
 - Homework other than reading will be avoided this week to help students prioritize time for midterm studying, BUT **STUDENTS MUST COME TO BOTH CLASSES THIS WEEK!**
DO NOT MISS - WE ARE COVERING TOO MUCH that cannot be made up in any way but participating in class!!!!
- » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
- » Chpt. 6: Generating Strategies and Ideas (108-159)
 - >> Find **YFT** and be ready to efficiently explain in class.
- » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
- » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF OCT 2

A-State Midterms Oct 2-6

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Strategies >> review and discuss all 19 listed in book;
Then come Ideas >> review and discuss all 27 in book; USP and Generic Products >>
review and discuss all 19 in book
- **Project 1 > Exercises** - Lots this week too!!! (see Project Sheet and its Schedule)
 - Homework other than reading will be avoided this week to help students prioritize time for midterm studying, BUT **STUDENTS MUST COME TO BOTH CLASSES THIS WEEK!**
DO NOT MISS - WE ARE COVERING TOO MUCH that cannot be made up in any way but participating in class!!!!
 - » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
 - » Chpt. 13: Integrated (256-273) >> reviewing much of what we've discussed! :)
>> Find **YFT** and be ready to efficiently explain in class.
 - » Chpt. 8: Ambient (181-191) >> Find **YFT** and be ready to efficiently explain in class.
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF OCT 9

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Brand's relation to Campaign; Elements in the Ecosystem;
Ambient and Guerrilla Advertising
- **Project 1 > Exercises** - Lots this week too!!! (see Project Sheet and its Schedule)
- **Project 3B: Big Idea Test - Dating Ambience**
 - » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
 - » Chpt. 9: Interactive (192-224) >> Find **YFT** and be ready to efficiently explain in class.
 - » Bring in your favorite example (or be able to explain with screenshots if no longer live)
about an interactive advertising* experience from your childhood (P/F)
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF OCT 16

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Big Idea and Legs Reprise; “Advertising” and Interactive Experience - same or different?; Social Media and Interactive - same or different; Interactive and Ambient crossovers; Talking With instead of At; UI/UX; Websites; Banners, Gamification, Augmented Reality, YouTube, Widgets
- **DUE: Project 3B** >> Self-Evaluation **DUE** (link to Google Form on project sheet)
- Watch [The Story of Content: Rise of the New Marketing](#) (2015)
- **Project 1 > Exercises** - Lots this week too!!! (see Project Sheet and its Schedule)
- **Project 3C: Big Idea Test - Interactive and Social Dating**
 - » **Read** thoroughly and take notes for next week > **Required for P/F Discussions and Exercises!!**
 - » Chpt. 10: Social (225-236) >> Find **YFT** and be ready to efficiently explain in class.
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF OCT 23

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Explain **YFT** from reading; Sharing is Advertising (Shareable vs. Share-Worthy), Media: Paid vs. Owned vs. Earned; User-Generated Content; Social Platforms, Networks, Channels; New Borrowed Interest; Competition; @Handles and #Hashtags; Social Aggregation, “Knitworking,” and Renetworking; Always be (or seem to be) Authentic
- **Project 1 > Exercises** (see Project Sheet and its Schedule)
 - » **Skim** and take notes (no YFT required):
 - » Chpt. 14: Copy (237-246)
 - » Chpt. 7: TV (160-180)
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF OCT 30

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required):
Topics TBD announced on Slack and/or in class. Explain **YFT** from topic if assigned.
- **DUE: Project 1** >> Self-Evaluation **DUE** (link to Google Form on project sheet)

- Begin **Project 4: Team Competition to Develop and Pitch a Big Idea**
- In-Class Workshop: Team-Building Exercises; Teams assigned
 - » **Read** thoroughly and take notes for next week > **Required for P/F** Discussions and Exercises!!
 - » Chpt. 15: Presenting and Selling Your Work (293-297) >> Find **YFT** and be ready to efficiently explain in class.
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF NOV 6

Sun Nov 5: Daylight Saving Time ends

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required): Explain **YFT** from reading; How to Pitch; Additional topics TBD announced on Slack and/or in class.
- **DUE: Project 3C** >> Self-Evaluation **DUE** (link to Google Form on project sheet)
- **Project 4** - sketches, brainstorm, W.I.P., progressive critiques
 - » Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF NOV 13

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required): Topics TBD announced on Slack and/or in class. Explain **YFT** from topic if assigned.
- **Project 4** - Big Idea(s) picked
- **Project 4** - Headlines, visuals, design system refined
 - » Guest Speaker announced for next week we meet for class. Do your research and have at least 3 questions. (P/F)
 - » Check Slack > all grfx3603_ channels that show new posts! This is required.

WEEK OF NOV 20

Fall Break

Extra Credit for class (and a superstar point on your resumé!): Complete the [IBM Entrepreneurial Design Thinking Practitioner Badge online](#) before Tuesday class after break.

WEEK OF NOV 27

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required): Topics TBD announced on Slack and/or in class. Explain **YFT** from topic if assigned.
- **Project 4** - W.I.P., progressive critiques
 - » *Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)*
 - » *Check Slack > all grfx3603_ channels that show new posts! This is required.*

WEEK OF DEC 4

Fri Dec 8: A-State Last Day of Classes

- **Guest Speaker** (P/F: must have questions and participate)
- **View Samples Provided. Participate in Discussions** (P/F required): Topics TBD announced on Slack and/or in class. Explain **YFT** from topic if assigned.
- **Project 4** - W.I.P.
- **Project 4 DUE** this week or next, depending on client's schedule
 - >> Self-Evaluation **DUE** (link to Google Form on project sheet)
 - » *Guest Speaker announced for next week. Do your research and have at least 3 questions. (P/F)*
 - » *Check Slack > all grfx3603_ channels that show new posts! This is required.*

WEEK OF DEC 11

[A-State Finals](#) Dec 11-15

- *Check Slack > all grfx3603_ channels that show new posts! This is required!*
- **GRFX-3603 Final: Tues Dec 12, 8-10am** (normal classroom)