

## SYLLABUS

# professional practice for design

### **GRFX-4503-001 (11503) | 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. Aside from a few special cases, this class is a required co-requisite to GRFX-4803 Portfolio Capstone.

## COURSE DESCRIPTION

### TEACHING METHODS

#### REQUIRED

- Materials
- Book (none)
- Adobe Creative Cloud
- Class Website and Apps
- Other Costs for 4503+4803 Final Pieces
- Required Attendance

#### RECOMMENDED

- Further Study
- Student Memberships

#### POLICIES

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

#### ASSESSMENT + GRADING

- Overview
- Course Grade
- Section/Project Grades
- Second Try
- The Final
- Extra Credit

## 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

This course is about professional practice under the brand that you will design for yourself. Like any other work that develops a brand, the design output begins with a logo and extends out to every possible means of reaching the target demographic with all pieces responding to the guidelines of a brand and its effective disclosure. By the end of this course, the student will have a solid understanding of how to acquire a job and/or freelance, all while holding true to a consistent design system and brand positioning.

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**A-State 2022-23 Course Catalog:** Personal brand development, including visual identity, website, and social media strategy. Job-finding skills, including cover letter and résumé writing, interviewing, networking, legal issues, contracts, and overall professional communication. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 3303, GRFX 3503, GRFX 3603; CR in GRFX 3400; or instructor permission. Corequisite GRFX 4803. Spring

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**Class Location:** Library 336

**Class Time:** MW 11:00 am-1:50 pm > **Plan to be present the entire class time.**

**GRFX4503+4803 Zoom SPG23 URL** (only use if required by professor):

<https://astatecall.zoom.us/j/97349354915>

# 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 GRFX4503+4803 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.”
- It is imperative that student have command of her/his/their **time management** and **communication skills**. **Independent study** is key throughout the class. 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.**
- **Reading** and study are required in this course to further inform future job acquisition. The textbook has been replaced with assigned online (free) readings and videos that are required. Pop quizzes are possible at any time over assigned readings.
- Writing expectations are high in this course. Incorrect spelling and grammar are not acceptable. As explained above, professional communication is important. **Purchase and use of the full version of Grammarly (or similar) is highly recommended.**
- Any special requirements must go through [Access & Accommodation Services](#).
- Each project will have a **Project Sheet interactive PDF**. These will be available on class website.
- **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.**

# required

## 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).
- The following should be available for student to create her/his/their own printed mock-ups. These were required at some point during graphic design studies at A-State.
  - X-Acto and many #11 blades
  - Self-healing cutting mat – 18 x 24 inches minimum
  - Hard Rubber Brayer Roller

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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, XD, Adobe Express,** and **Acrobat Pro** in this class. **Fresco** and **Dimension** may also be explored.

- **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!

- **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-4503](#). 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](#).  
>> See professor if link has expired.
- Also immediately find and join the **#general** and all **#4503** and **#4503\_4803\_** 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>
- 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 COSTS FOR 4503 + 4803 FINAL PIECES

- Business Cards >  
*100 Business Cards - (VistaPrint Ultra Thick Regular or similar quality) = \$40 + Shipping).*
- Website:

- A custom domain and server space are only highly recommended now. The other choice is to use Behance. *Domain (GoDaddy or similar) = avg. \$10-20/year*
  - *Server Space = cost depends on how one builds the site. NO FREE SITES ALLOWED, unless absolutely no outside ads will ever be present. For example, the CMS site Wix charges \$11/month for its Combo site, but includes a free domain for a year. Wordpress offers the same for \$4/month.*
  - Brand Book professionally printed and bound.
  - 1 Process Book - professionally printed and bound.
  - Black storage box for the few printed samples. For example, see like this [clamshell archival box](#). Minimum size: 11.25 inches x 17.25 inches x 1.75 inches; maximum size: should still be easy to carry!
  - 3-5 tangible samples of work to be in this box. Professionaly printed is preferred, but may not be possible. The absolute highest craft and best possible materials, like good paper stock, should be used.
  - The Branded Graphic Design Senior Show will put each student at her/his/their own table. Though a poster of work will be printed for each person, that table will look very empty with nothing on it for people to touch. It is suggested that students set aside money for merchandise pieces like stickers or other elements.
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## REQUIRED ATTENDANCE

- **Social Media** - Mon, Apr 3, 3:15-4:20pm (Zoom synchronous or asynchronous after)
- **Don't Get Screwed** - TBD
- **Confidence Workshop** - Mar 13, 8:00-10:50am (during Portfolio Capstone class)
- **Branded: Graphic Design Senior Show:** Thurs, Apr 27, 5:30-8:00pm
- **Portfolio Review 2023:** one of the following (TBD)
  - Mon, Apr 24, 9:00am - 1:30pm OR
  - Sat, Apr 29, Time TBD



## FURTHER STUDY

**For more guidance on how to create a portfolio and get a job:**

- [Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should](#) by Michael Janda; ISBN-10: 0321918681
- [Success By Design](#) by David Sherwin; ISBN-10: 144031022X

**For visual inspiration:**

- [Logotype: the reference guide to logotypes, monograms, and text-based marks](#) by Michael Evamy; ISBN-10: 1780678576
- [Logo: the reference guide to symbols and logotypes](#) by Michael Every; ISBN-10: 1780671806
- [Identity Suite: Visual Identity in Stationery](#) by viction:ary; ISBN: 978-988-19438-8-0

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## STUDENT MEMBERSHIPS



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

- See information online here: <https://aafnea.org/Students> [Why Join](#)
- Participate in the annual Student Addy awards and any (virtual) Lunch and Learns in Jonesboro.



**AIGA – the professional association for design**

- See information online here: <https://www.aiga.org>

## 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%.

## 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.

## **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.

# assessment +grading

## OVERVIEW

- Students are continuously assessed of skills learned in lecture(s) and assigned reading that are then applied in projects through student's creative visual problem solving to objectives listed in project sheet.
- Assessment is completed in each project via a letter grade with a written critique of overall comments and points specific to each project. See rubric on project sheet.

## COURSE GRADE

- 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.
- The course grade will be based on projects (80%); performance at both the Portfolio Review and the Senior Show (15%); and class participation (5%). *Percentages are approximate. 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).

## PROJECT GRADES

- Example below is for one project with its rubric. Student will receive full credit (CR), partial credit (½CR), or no credit (NoCR). The FINAL GRADE includes my overall evaluation, which I may briefly explain in Comments. Be sure to take notes during all critiques in class and online.

### GRFX-4503 Spring 2023 : LOGO

CR • Directions were followed accurately with absolutely no errors.

CR • All thumbnail sketches completed to spec.

CR • Design choices explained logically and eloquently.

CR • Ideas successfully conveyed per objective.

CR > The logo speaks in a concise manner in reference to the brand positioning statement.

CR > The logo is successful within a 7 in. square as well as a 1 in. square by having visual weight and successful containment.

CR > The logo is successful in both grayscale (black ink on white paper) and color.

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

CR • Participation in critique.

COMMENTS: (brief written critique here)

FINAL GRADE:

- Projects will be completed and graded via the four sections shown below.
  - **Section 1:** Brand, Business Plan A, Idea Board, Job Hunt Journal
  - **Section 2:** Logo, Website(s), References, Visual Identity
  - **Section 3:** Visual Guidelines, Cover Letter, Resumé, Brand Board
  - **Section 4:** Social Media, Business Plan B, Financial Forms, Interactive Visual Identity and Guidelines

Then the brand book displaying everything above, interviews at the Portfolio Review, and presentation at the Senior Show create your “final”.

- At the completion of each of the previously stated Section, student will receive a grade sheet for each project with comments. Below is an example of what one would receive at the completion of Section 1.

**GRFX-4503 Spring 2023 : SECTION 1**

BRAND

GRADE:

Comments:

BUSINESS PLAN A

GRADE:

Comments:

IDEA BOARD

GRADE:

Comments:

JOB HUNT JOURNAL

GRADE:

Comments:

CR • Self-evaluation completed before deadline.

OVERALL GRADE SECTION 1:

>>> *REQUIRED: Revise all that are not presently an A grade.*

- Each section will require a **self-evaluation completed via an online questionnaire**. These will usually be two-three sentence answers and multiple choice questions, asking you about your strengths, weaknesses, and future goals. **Project sheets will supply the link**, as well as supply the due date and time.
- Student should expect to present his/her/their work at each stage of development, both to the class and the instructor.
- 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 on the following page.
  - 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*

## ~~SECOND TRY~~

- Each project is of equal amount (with the exception of the generalized Budget research project and final Brand Book). **Students must understand that each project builds on its predecessor in this course.** At any time, a student may go back to the beginning and revise something as long as they then adjust every piece that is affected by this change. **Instead of a Second Try at any project, see The Final below.**

## THE FINAL

The “final” for this course is in 3 parts.

- The first and largest portion of the final grade for this class is the **brand book**, both in digital interactive PDF and as a professionally printed piece, displaying all work throughout the course completed at the highest level possible.
- A **Portfolio Review** containing both in-person and virtual interviews with professional designers from across the country. This is also part of the “final” for GRFX-4803.
- A table of work at **Branded: Graphic Design Senior Show**. This is also part of the “final” for GRFX-4803.



## **EXTRA CREDIT**

Extra credit is available to help increase one's course grade. [See more here.](#)

Also, some projects have extra credit options, which would be explained on the project sheet.

## **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 : REINFORCED**

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

### **Problem Solving Skills : REINFORCED**

- 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 : REINFORCED**

- 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 GRAPHIC DESIGN - DIGITAL DESIGN EMPHASIS**

### **Subject Knowledge : REINFORCED**

- Students will be able to apply a working knowledge of digital design principles to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context.

### **Conceptual : REINFORCED**

- Students will be able to distinguish and integrate key digital design concepts, principles and theories to the design of effective and meaningful interactions between humans and digital devices.

**Professional Development : REINFORCED**

- Students will be able to demonstrate skills that reflect readiness for post-baccalaureate employment, graduate school, or professional certification.

**Technical : REINFORCED**

- Students will be able to demonstrate mastery of the technical skills required to develop web and mobile applications that are secure and user friendly.

# 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).

Following is a general schedule plan created in January 2023 for the course. It is also available [here as a Google calendar](#). *All project sheets and in-class announcements override these dates.*

Think of the course projects in 4 groups + the final work. Though the sections are intended to build on each other, sometimes the work in multiple sections will occur simultaneously.

- **Section 1:** Brand, Business Plan A, Idea Board, Job Hunt Journal
- **Section 2:** Logo, Website(s), References, Visual Identity
- **Section 3:** Visual Guidelines, Cover Letter, Resumé, Brand Board
- **Section 4:** Social Media , Business Plan B, Financial Forms, Interactive Visual Identity and Guidelines
- **The Final:** Brand Book + Portfolio Review + Branded: Graphic Design Senior Show

## WEEK OF JAN 9

*Tues Jan 10: A-State classes begin*

- Intro Lectures *Mindfulness Study*
- Branding Exercises
- Lecture: Brand vs. Logo vs. Campaign
- Begin **Brand** + Research
  - Class contract (one for co-requisites GRFX-4503 and GRFX-4803) **DUE** >> [CLICK HERE](#) or see link on Slack #4503\_4508\_main channel.

## WEEK OF JAN 16

*Mon Jan 16: Martin Luther King, Jr. Day observed. No classes.*

- Begin **Idea Board**
- **Brand DUE**
- Begin **Logo**
- **Business Plan A** Workshop

## WEEK OF JAN 23

*Fri Jan 27: Intent to Graduate for May Commencement due to the university*

- **Idea Board DUE**
- **Logo** RD 1 **DUE**
- **Business Plan A DUE**
- Begin **Visual Identity** (print+email+QRC FPO)
- Begin **References**



## WEEK OF JAN 30

- **Logo** RD 2 **DUE**
- Begin **Visual Guidelines 1**
- **Visual Identity** (print+email+QRC FPO) RD 1 **DUE**
- **Job Hunt Journal** Workshop

## WEEK OF FEB 6

- **Logo** midway critique
- **Visual Guidelines 1** midway critique
- **Visual Identity** (print+email+QRC FPO) RD 2 **DUE**
- **References** **DUE**
- Begin **Visual Guidelines 2**
- Begin **Website(s)** - personal site and Behance

## WEEK OF FEB 13

- **Job Hunt Journal** **DUE**
- Workshops: Resumé & Cover Letter
- Begin **Resumé** - Outline **DUE**
- Begin **Cover Letter** - Outline **DUE**

**SECTION 1 COMPLETE\***

## WEEK OF FEB 20

*A-State Midterms Feb 21-27 - no midterm for this course*  
*GRFX-4803: Begin Captions and Process Book this week*

- **Logo** **DUE**
- **Resumé** RD 1 **DUE**
- **Cover Letter** RD 1 **DUE**
- **Visual Identity** (print+email+QRC FPO) **DUE**

**SECTION 2 COMPLETE\***

## WEEK OF FEB 27

*A-State Midterms Feb 21-27 - no midterm for this course*

- **Resumé** RD 1 returned - work in class on revisions
- **Cover Letter** RD 1 returned - work in class on revisions
- Begin **Brand Board**

## WEEK OF MAR 6

- **Resumé** RD 2 **DUE**
- **Cover Letter** RD 2 **DUE**
- **Brand Board** **DUE**

## WEEK OF MAR 13

*Sun Mar 14: Daylight Saving Time begins*

*GRFX-4803: Process Book due Friday this week*

- Lecture: Taxes+Freelance+Finances+Brand
- Begin **Financial Forms**
- **Resumé** RD 2 returned - work in class on any final revisions
- **Website(s)** **DUE\***
- **Cover Letter** RD 2 returned - work in class on revisions
- Begin **Business Plan B**
- **NO CLASS - WED MAR 15**

## WEEK OF MAR 20

*Spring Break*

## WEEK OF MAR 27

**Business Plan B** **DUE**

- **Resumé** **DUE**
- **Cover Letter** **DUE**
- **Financial Forms** **DUE**
- **Visual Guidelines** (print) **DUE**
- Begin **BRAND BOOK** (*Visual Guidelines refined + Portfolio samples*)
- Lectures: Social Media
- Begin (and finish) **Social Media Plan A**
- Begin **Social Media Plan B**

**SECTION 3 COMPLETE\***

## WEEK OF APR 3

**REQUIRED ATTENDANCE:** *Social Media, Mon Apr 3, 3:15-4:20pm* Zoom

- *Post on **Social Media** for 10 days straight*
- Create digital business card - fix QRC on print card
- Begin all print **Visual Identity** to interactive PDF
- Begin **Visual Guidelines** to interactive PDF
- *Proof that Business Cards off to print by Friday, Apr 2.*

## WEEK OF APR 10

- Post on **Social Media** for 10 days straight
- Begin **BRAND BOOK** to interactive PDF  
(Visual Guidelines refined + Portfolio samples)

## WEEK OF APR 17

GRFX-4803: Captions due this week

- **Social Media DUE**
- Workshops: Interviewing
- Update BRAND BOOK with all social media requirements

**SECTION 4 COMPLETE\***

## WEEK OF APR 24

Apr 25: A-State Last Day of Classes

GRFX-4803: Final portfolios due this week

- Website + Behance updated **DUE**
- **BRAND BOOK DUE**
- **GRFX-4503 / GRFX-4803 BRANDED: GRAPHIC DESIGN SENIOR SHOW**  
Thursday, April 27th, 6-8PM (show up for set-up by 5:30pm), Fowler Center
- **Portfolio Review 2023:** Mon, Apr 24, 9:00am - 1:30pm OR Sat, Apr 29, Time TBD

## WEEK OF MAY 1

[A-State Finals](#) Apr 27 - May 3 • Commencement May 6

### SCHEDULED FINAL TIME:

11:00 am MWF, MW or WF 11:00 am M, W or F 11:00 am MTWR or MTWRF	M, May 1	12:30 pm – 2:30 pm
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