

SYLLABUS

professional practice for design

GRFX-4503-001 (11303) | SPRING 24

Instructor: Professor Nikki Arnell

Office: HSS 3085

Office Hours:

- » Tuesdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
- » Thursdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
- » Zoom by appt.

Phone: 303-842-3039 > call or txt

Email: narnell@astate.edu

Online Coursework: nikkiarnell.net | Google Drive | Slack

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
- Books
- Adobe Creative Cloud
- Class Website and Apps
- Required Attendance
 - Portfolio Review
 - Senior Show

RECOMMENDED

- Student Memberships
- Further Study

POLICIES

- Information Required to Know
- Deadlines
- Attendance
- Class Distractions and Disruptions
- Health Precautions
- Drink/Food Policy in Labs
- Cratsmanship
- Adherence to the Design Process
- Critiques
- Use of A.I.

ASSESSMENT + GRADING

- Overview
- Course Grade
- Project/Section Grades
- ~~Second Try~~
- The Final
- Extra Credit
- One More Thing

PROGRAM LEARNING OUTCOMES

UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES

- Dept. of Art + Design Handbook
- F.E.R.P.A.
- Health and Safety Policy
- Inclement Weather
- Access and Accommodation Services
- Educational Equity Statement
- Academic Integrity Policy of the
Dept. of Art + Design

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.

A-State 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

Class Location: Library 336

Class Time: MW 8:00 am-10:50 am > **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 Prof. Arnell Classes Zoom URL when directed.
- **Attendance is strictly enforced by the professor.** Consequences for not attending will severely impact course grade.
- Google Drive and Slack 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 work out of class each week. See [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

BOOK

There is no required textbook to purchase for this course.



There will be one required audiobook in Section 4 of the semester. *Business Thinking for Designers* by Rumsey Ryan is free and under 3 hours in length. (This book is not available in any other format.)

It is also required to bring in materials from previous courses that you were warned to keep.

These include the following:

- GRFX-2103 Ideation, Prof. Vickrey: **Ideation Book/Slide Deck**
(TBD if took ART-2453 with another instructor)
- GRFX-2303 Type 1 / Typography & Layout, Prof. Arnell: **Typography Workbook**

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**, **Acrobat Pro**, and **Behance** in this class. **Adobe Express**, **XD**, and **Fresco** 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 2024. 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 : **4503**. Canvas 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. See A-State email for invite or [click this link](#). >> See professor if link has expired.
- Under **Preferences**, set Notifications on all at least once daily.
- You must join the **Workspace: Prof. Arnell SPRING 2024 Classes** 
- Also immediately find and join the **#general** and all **#4503_** channels. Continue to join all **#4503_** channels as they are created throughout the semester.
- ["Star" and "Un-Star" channels as you need them for an organized workspace.](#)

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.
- **Only use this SHARED folder to turn in final work.** Please use your own free Google Drive space to save working files.
- 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.

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 who must speak with professor.



- 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.
-

REQUIRED ATTENDANCE

- **BRANDED: GRAPHIC DESIGN SENIOR SHOW OPENING NIGHT:**


Thursday, April 25, (5:30)6:00-8:00pm, Fowler Center Main Lobby/ Bradbury Art Museum

The Branded Graphic Design Senior Show will put each student at her/his/their own table. Though a poster of work may 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.

- Business Cards >
100 Business Cards - (VistaPrint Ultra Thick Regular or similar quality = \$40 + Shipping).
- Brand Book professionally printed and bound.
- Website:
 - A custom domain and server space are only highly recommended now. The other choice is to only 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.*
- Plus all work required by GRFX-4803 Portfolio Capstone that is finished at this time.
- There will also likely be a required Portfolio Review, but this would be part of that course and up to its instructor.

recommended

STUDENT MEMBERSHIPS

- It is HIGHLY RECOMMENDED to join the Dept. of Art + Design **Graphic Design Club**. Prof. Leslie Parker is the faculty advisor, so speak with her if you have questions.
- **AAF – America Advertising Federation** (or “Ad Fed”) 
 - Local Chapter: [AAF-NEA](#)
 - Participate in the annual Student Addy awards and Lunch and Learns in Jonesboro.

FURTHER STUDY

None of these are required for this course. These are suggestions by the professor for students who wish to study further on these topics.

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

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

INFORMATION REQUIRED TO KNOW

- **Students are required to review the [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.)

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 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:**

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.

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

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 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/SECTION GRADES

- Example below is for one project with its rubric. Student will receive full credit (CR), partial credit (1/2CR), 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 2024 : 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 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 2024 : 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% | = <i>exceptional work</i> |
| • B+ = 88% | B = 85% | B- = 80% | = <i>average work</i> |
| • C+ = 78% | C = 75% | C- = 70% | = <i>work needs improvement</i> |
| • D+ = 68% | D = 65% | D- = 60% | = <i>major problems</i> |
| • F = 50% and below (see Deadlines) | | | = <i>Zoom meeting with professor required</i> |
| • Not turning anything in at all: 0% | | | = <i>^^ + consider dropping this course</i> |

~~SECOND TRY~~

- Each project is of equal amount because they all build the final Brand Book, though some project will take significant more effort (logo and resumé) than others.
- Instead of a Second Try, **student should revise each project that received less than a perfect score/evaluation from the professor**. The Brand Book is the final attempt and each piece should be perfect.
- **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.

THE FINAL

- 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 table of work at **Branded: Graphic Design Senior Show**.

EXTRA CREDIT

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

ONE MORE THING

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

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

program learning outcomes

BFA GRAPHIC DESIGN

Subject Knowledge : 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.

university and dept. of art + design policies

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/HANDBOOK-2023-24_Astate-Dept-Art-Design.pdf.

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.
- 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 plan created in January 2024 for the course.

[Reference this Google calendar](#) (also linked on nikkiarnell.net : 4503), Slack announcements, and Project Sheets for the most updated deadlines.

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 + Branded: Graphic Design Senior Show
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WEEK OF JAN 8

Mon Jan 8: A-State classes begin

- Intro Lectures
- Branding Exercises
- Lecture/Discussion: Brand vs. Logo vs. Campaign
- Begin **Brand** + Research
 - Class contract **DUE** >>
[CLICK HERE](#) or see link on Slack #4503_main channel.

WEEK OF JAN 15

Mon Jan 15: Martin Luther King, Jr. Day observed. No classes.

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

WEEK OF JAN 22

Fri Jan 26: 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 29

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

WEEK OF FEB 5

- **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 12

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

SECTION 1 COMPLETE*

WEEK OF FEB 19

A-State Midterms Feb 19-23 - no midterm for this course

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

WEEK OF FEB 26

- **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 4

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

WEEK OF MAR 11

Sun Mar 10: Daylight Saving Time begins

- 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**

SECTION 2 COMPLETE*

WEEK OF MAR 18

Spring Break

WEEK OF MAR 25

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 1

- *Post/Engage on **Social Media** for 14 consecutive days*
- **Social Media Plan B DUE**
- 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 5.*

WEEK OF APR 8

- *Post/Engage on **Social Media** for 14 consecutive days*
- Begin **BRAND BOOK** to interactive PDF
(*Visual Guidelines refined + Portfolio samples*)

WEEK OF APR 15

- All of **Social Media DUE**
- Workshops: Interviewing and Navigating Business Culture
- Update BRAND BOOK with all social media requirements

SECTION 4 COMPLETE*

WEEK OF APR 22

Apr 26: A-State Last Day of Classes

- Website + Behance updated **DUE**
- **BRAND BOOK DUE**
- **BRANDED: GRAPHIC DESIGN SENIOR SHOW**

Thursday, April 25th, 6-8PM (show up for set-up by **5:30pm**), Fowler Center Main Lobby

WEEK OF APR 29

[A-State Finals](#) Apr 29 - May 3 • Commencement May 4

SCHEDULED FINAL TIME:

7:30 am MTWR or MTWRF 8:00 am TR, T or R	T, Apr 30	8:00 am -10:00 am
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