professional practice for design

GRFX-4503-001 (11709) | SPRING 22

Instructor: Professor Nikki Arnell

Office: Art Annex 211

Office Hours: MW 7:30-8:10am, 5:00-5:20pm; Zoom by appt.

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

office: 870-680-8457 > leave a message

Email: narnell@astate.edu

Online Coursework: nikkiarnell.net | Slack | Google Drive

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 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 339 (some classes may move to AA 208 during semester)
Class Time: MW 11:00 am-1:50 pm > Plan to be present the entire class time.

GRFX-4503+4803 Spring 2022 Zoom URL (if necessary):
https://astatecall.zoom.us/j/96866624664

teaching methods

- This class is taught in person unless the university states otherwise during the semester. If virtual class is necessary, join the recurring meeting Zoom URL for GRFX-4503 and -4508 when directed to do so.

- Slack, Zoom, and Google Drive will be used in addition to the class website on nikkiarnell.net.

- This course is based on group and independent studio instruction plus **at least 8 hours** of individual work out of scheduled class time each week. (See Building Access under Policies and be aware of social distancing effects on room capacity.)

- 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 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. **THE FULL VERSION OF GRAMMARLY (OR SIMILAR) IS HIGHLY RECOMMENDED.**

- 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.

MATERIALS

- **Digital storage device**: USB flash drive or external hard drive – **at least 128GB**.
  > Student should save work to the cloud (Google shared folder), but backing up work to an external device should also 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 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**.

- <u>METAL</u> **ruler** – 18 inch minimum (but larger than 24 inches is difficult to transport).

- Tangible work will be avoided; however, the following should be available for student to create her/his/their own printed mock-ups for future reference.
    - X-Acto and many #11 blades
    - Self-healing cutting mat – 18 x 24 inches minimum
    - Hard Rubber Brayer Roller

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OTHER COSTS

- Almost all tangible items formerly required are now only encouraged. The only required tangible printed piece will be business cards.
  - *100 Business Cards - (VistaPrint Ultra Thick Regular or similar quality) = $40 + Shipping).*

- A custom domain and server space are only <u>highly</u> recommended now. The other choice is to use Adobe Portfolio, which is free space <u>as long as one pays for Adobe Cloud</u>. Be careful!
  - *Domain (GoDaddy or similar) = $14.99/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 $17/month for its Combo site, but includes a free domain for a year.*

BOOK

- There is no required book for this course.

ADOBE CREATIVE CLOUD

- You will specifically use the massive programs **Illustrator**, **Photoshop**, and **InDesign** in this class. Adobe **Spark**, **Fresco**, and **Acrobat Pro** may also be explored. Smaller programs in the cloud like **Bridge** and **Lightroom** are also available.

- **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.

FYI: Software purchase is not required for this class; however, Adobe Creative Cloud is available for purchase from Adobe. As a student, your monthly price is much lower than a professional, but be aware of the minimum requirements of the computer on which the software is installed. Photoshop is a monster.

WEBSITE AND OTHER APPS

Website

- All projects, outside reading material, notes, and syllabus will also be posted on:
  http://www.nikkiarnell.net/grfx-4503.html.

Web Browser

- Chrome (or Safari if on Apple) is *suggested* for best use across all platforms.
  Do not use Microsoft Edge for anything.

Slack

- Download the **FREE Slack app** on your phone and all other devices instead of relying on the Slack website.

- You must join the **Workspace: Prof. Arnell Spring 2022**. LINK HERE

- Also immediately find and join the **#general** and all **#4503_** and **#4503_4803** channels. That's a lot of channels, so "Star" and "Un-Star" channels as you need them for a more 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 to turn in projects. The link to this shared folder will be supplied to you - see 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 who or in quarantine who must speak with professor.

- **If classes move online or instruction must be virtual for emergency weather or other reason**, 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.

Blackboard

- Blackboard will only be used if courses move to hybrid mode.
- If Blackboard is used for grades, course grade computation in Blackboard must be taken with caution, as 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 Zoom meeting where identity is clear.
- Blackboard is available online through A-State MyCampus. An app is also available.

Flipgrid: This free app may be used in class. If used, your **StudentID** will be whatever is before smail.astate.edu in your email address.

Miro: This app may be used in class. DO NOT PAY ANY MONEY FOR THIS APP. Download the app and sign in with your A-State email address.

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COVID-19 UNIVERSITY TECHNOLOGY RECOMMENDATIONS FOR STUDENTS

See here for information from the university **if** the university goes into hybrid instruction or other lockdown.

As long as we are not in an emergency remote learning situation, **it is highly encouraged that students use the computer labs in AA 208 and 204 on campus**, as they are powerful and stocked with all of the necessary software.

Any personal computer used must meet the minimum system requirements for Adobe Photoshop, the most computer-demanding program that must be used in this course:

- See here for more details:
  https://helpx.adobe.com/photoshop/system-requirements.html.

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OTHER EXPECTED EXPENSES

- **Printing:** See the cost, tips, and process to print color at http://www.nikkiarnell.net/printing.html and/or see any new Spring 2022 rules on **#general** channel on Slack. These costs come from a student's account, so it might seem to be free.

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REQUIRED ATTENDANCE

- **Don't Get Screwed** - Wed Mar 9, 5-6pm
- **Confidence Workshop** - Wed Apr 13, 5-6pm

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OTHER EVENTS TO PUT ON YOUR CALENDAR

- **Hello Great Designers** (formerly Conversations With Designers) is a monthly YouTube series presented by Prof. Nikki. Though attendance at the virtual event is no longer possible, it is **required for students to listen to each monthly episode when it drops**. If students have any questions they would specifically like answered, please provide to professor before the event.
  - Week of February 21st: Episode #10 (Guest TBD)
  - Week of March 28th: Episode #11 (Guest TBD)
  - Week of April 25th: Episode #12 (Guest TBD)

- **AIGA-Memphis Student Day:** If this occurs either virtually (like Spring 2020) or in person (like 2012-2019), it is expected that students do what they can to attend. Professor will require an excuse if student is not present. Information will be provided as soon as it is known!

recommended

B O O K S

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

S T U D E N T   M E M B E R S H I P S

AIGA – the professional association for design
- See information online here: http://www.nikkiarnell.net/aiga.html
- **Join A-State AIGA student group for free! Get involved!**

AAF – America Advertising Federation (or "Ad Fed")
- See information online here: http://www.nikkiarnell.net/aaf.html
- Participate in the annual Student Addy awards and any (virtual)
  Lunch and Learns in Jonesboro.

policies

PANDEMIC PRECAUTIONS

See **UNIVERSITY POLICIES** at the end of this syllabus.

- Students must follow all mask mandates and other safety precautions of the university.

- Masks must cover <u>both nose and mouth</u> because that's how your respiratory system works. This must stay in place the entire time you are in the classroom, even if social distancing is available.

- If student causes any disruption over masking (or other reason), professor will ask the student 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.

- **Students should wipe down all public surfaces and/or shared equipment before and after use.** These include computer keyboards, mouses, 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 these are desired.

- Avoid sharing common office supplies such as pens and notebooks.

- Students should wash hands often with soap for at least 20 seconds – use an alcohol-based hand sanitizer (at least 60% alcohol) if soap and water are not available after class.

- Avoid touching eyes, nose and mouth with unwashed hands.

- Cover cough or sneeze with a tissue, then throw the tissue in the trash.

- **Stay home if sick.**

- Avoid close contact with people who are sick.

CRAFTSMANSHIP

I expect perfect craftsmanship in this 4000 level class. Cutting and mounting work requires practice, though this semester may not require these skills as much as previous semesters. The same goes for anything that is rendered by hand, like thumbnail sketches. MAKE TIME FOR DOING THINGS CORRECTLY.

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.

DISTRACTIONS

Bring headphones if you would like to listen to music during studio or in-class work time.
Cell phone usage during lecture is not allowed and computers are to be used for coursework only. Calling, texting, IM'ing, 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.

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%.

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.

Be 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.**

ATTENDANCE

Attendance and participation are essential to passing this class. However, health and safety are of paramount concern. **Do not show up to class if you feel ill or suspect any exposure to COVID-19.** Immediately contact Prof. Arnell: A-State email, Slack Direct Message, or text (303-842-3039).

As stated by the university, all classes are expected to be attended in person this semester unless otherwise officially notified. Therefore, the following applies.

- **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)

If we return to hybrid, the following applies:

- **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 critique is online at a scheduled time on Slack, student is expected to participate.
  - If connection to internet is a problem, student must contact professor at the earliest opportunity. This is so help can be provided as soon as possible. There is a big difference between having technical issues for a class vs. plain old apathy – the latter causing student's participation grade to be greatly reduced. **Don't suffer consequences for something that isn't your fault.**

- **For classes or other activities student is expected to attend virtually BY a scheduled time (asynchronous delivery):** Same as above. Attendance and participation relate to whatever platform is in use. For example, student will be expected to view a recorded lecture and comment/participate on a Slack channel by a certain time. If this is not done on time, it will be considered an absence or a lack of credit.

ARKANSAS STATE UNIVERSITY STUDENT HANDBOOK:

CLASS ATTENDANCE POLICY: "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."

Please remember that I am here to help you, but I need to KNOW if you need help! If you fall behind with no explanation, I assume you just don't care about this class/grade/major/degree. **Therefore, if you are sick or just plain overwhelmed, you can talk to me.** As long as you are giving the greatest effort you can muster in this SENIOR-LEVEL CLASS class during these strange times, please do not be scared to discuss challenges with me so we can solve them!

BUILDING ACCESS

- The design computer labs are in **AA204** and **AA208**. You cannot use the labs when a class is in session; however, you may ask the professor of said class if you may sit quietly and use an empty computer. It's usually no problem if there is room and you are respectful.

- The Art Annex is unlocked: **Weekdays 7am-11pm, Saturdays 8am-11pm, and Sundays noon-11pm**. Students may stay in the Art Annex reliably after hours if they follow the directions of the Building Access Policy. Students' names on the course roster will be supplied to the department after the first week of classes, but each individual must still acquire an **After-Hours Pass**.

- Please see the new **Lab Monitor's name and information posted in the computer labs and put it in your phone!** She is the one who you will contact for help if there are problems and may be the only one who can let you in if the lab is locked when it shouldn't be (if she is available).

course learning outcomes

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:
  - Brand positioning
  - Creation of visual identity
  - Big Idea to communicate your objective
  - Campaign creation and implementation through multiple methods and media.
  - Skills to acquire a job in the field of design.

- 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.

COMMUNICATION SKILLS

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum both in person and social media. 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 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.

- Through all of the above, student will engage in critical thinking skills in both a group and as an individual.

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 final virtual interview 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 2022 : 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.

- 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, a virtual interview, 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 2022 : 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 your 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 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 – is the digital interactive PDF **brand book** displaying all work throughout the course completed at the highest level possible.

- The second is a 15-20-minute **virtual interview**, which will be completed the week before finals via Zoom. This is also part of the "final" for GRFX-4803.

- The most exciting of all is a table of work at **Branded: Graphic Design Senior Show**, which will be scheduled during an evening during the week of finals unless COVID precautions prevent the event. This is also part of the "final" for GRFX-4803.

EXTRA CREDIT

Extra credit is available to help increase one's course grade. See the following options:

- Attend events. See more here.

- Enter juried competitions. See more here.

- Some projects have extra credit options. These would be explained on the project sheet.

If student does not understand something about how one is assessed in this course, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course.

bfa-graphic design program learning outcomes

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-digital design program learning outcomes

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.

and...

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.

So **thank you** ahead of time for being excited to be here and eager to learn!

university and dept. of art + design 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 facility 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. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.

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.

- *2015-2016 ASU-J Undergraduate Bulletin, Page 14: 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.
- *See* A-State 2020-21 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 2020-21 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 2020-21 Student Handbook *in regards to Academic Misconduct.*

* PLAGIARISM INCLUDES DOING A DIRECT COPY OF WORK CREATED BY ANOTHER DESIGNER/ARTIST.

If you are unsure of the difference between simple inspiration, intentional appropriation, and outright copying, please discuss with professor <u>before</u> you begin your work.

calendar

Following is a general schedule plan created in January 2022 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 + Virtual Interview + Branded: Graphic Design Senior Show

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WEEK OF JAN 10

Tues Jan 11: A-State classes begin

- Intro Lectures.
- 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**

WEEK OF JAN 17

Mon Jan 17: Martin Luther King, Jr. Day observed. No classes.

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

WEEK OF JAN 24

Fri Jan 28: Intent to Graduate 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 31

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

WEEK OF FEB 7

- **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 14

<div style="border: dotted;">SECTION 1 COMPLETE*</div>

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

WEEK OF FEB 21

<div style="border: dotted;">SECTION 2 COMPLETE*</div>

A-State Midterms Feb 22 - 28

GRFX-4803: Begin Captions and Process Book this week

HELLO GREAT DESIGNERS AVAILABLE!

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

WEEK OF FEB 28

A-State Midterms Feb 22 - 28

- *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 7

*REQUIRED ATTENDANCE: Don't Get Screwed, **Mon Mar 8, 5:30-6:30pm** Zoom*

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

WEEK OF MAR 14

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**

WEEK OF MAR 21

Spring Break

WEEK OF MAR 28

HELLO GREAT DESIGNERS AVAILABLE!

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**

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SECTION 3 COMPLETE*

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WEEK OF APR 4

- *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 11

REQUIRED ATTENDANCE: *Confidence talk,* ***Wed Apr 14, 5:30-6:30pm*** Zoom

- *Post on **Social Media** for 10 days straight*
- Begin **BRAND BOOK** to interactive PDF

  (Visual Guidelines refined + Portfolio samples)

WEEK OF APR 18

GRFX-4803: Captions due this week

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

WEEK OF APR 25

Thurs Apr 29: A-State Last Day of Classes

GRFX-4803: Final portfolios due this week

HELLO GREAT DESIGNERS AVAILABLE!

- Website + Behance updated **DUE**
- **BRAND BOOK DUE**
- **FINAL VIRTUAL INTERVIEW**

WEEK OF MAY 2

A-State Finals *May 2-6* • *Commencement May 7*

- **GRFX-4503 / GRFX-4803 BRANDED: GRAPHIC DESIGN SENIOR SHOW**

  Final Day and Time TBD