

SYLLABUS

portfolio capstone

GRFX-4803-001 (11974) | 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

TEACHING METHODS

REQUIRED

- Materials
- Book (none)
- Adobe Creative Suite
- Website & Other Apps
- COVID-19 University Technology Recommendations for Students
- Other Expected Expenses
- Required Attendance
- Other Events to Put on Your Calendar

RECOMMENDED

- Materials
- Other Costs
- Books
- Student Memberships

POLICIES

- Pandemic Precautions
- Craftsmanship
- Adherence to the Design Process
- Distractions
- Deadlines
- Critiques
- Attendance
- Building Access

COURSE LEARNING OUTCOMES

- Problem Solving Skills
- Technical Competence
- Communication Skill
- Interpretation of Historical Artistic Skills
- Organizational Skills
- Collaboration Skills

ASSESSMENT + GRADING

- Weekly Portfolio Assessments
- Other Projects
- Final Portfolio Work
- The Final
- Course Grade
- Extra Credit

BFA - GRAPHIC DESIGN PROGRAM LEARNING OUTCOMES

BFA - DIGITAL DESIGN PROGRAM LEARNING OUTCOMES

AND...

UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES

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

CALENDAR

course description

A portfolio is by far the most important tool in your arsenal for job acquisition. Think of it as a living organism that must continue to grow with your artistic development as well as adapt to an interviewer's demands. Tangible and online versions are of equal importance in today's world and both must work in complement to your overall visual brand, including résumés, cover letters, business cards, and all forms of networking.

A-State 2022 Course Catalog: Capstone course required for all graduating BFA, Graphic Design emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the students overall knowledge and special skills. Prerequisite, advisor, instructor and chair permission, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix. Corerequisite, GRFX 4503. Spring

Class Location: Library 339 (some classes may move to AA 208 during semester)

Class Time: MW 2:00 pm-4:50 pm > Most weeks will require attendance on only one of the two assigned days, but students should expect to stay the entire time when they are present. See calendar.

GRFX-4503+4803 Spring 2022 Zoom URL (if necessary):

<https://astatecall.zoom.us/j/96866624664>

teaching methods

- This course requires a substantial amount of independent studio practice outside of a set class time. Students will be split into two groups. Most weeks of this class require each student to show up to their group's one assigned full class that will consist of critique.
(See [calendar](#) and [attendance policy](#).)
- 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](#).
- Majors with a Digital Design Emphasis must have contact with Prof. Ford throughout the semester as their portfolio requirements will best be counseled by his research specialties. THIS IS REQUIRED and is the student's responsibility to communicate. *If you are not a Digital Design major, this does not apply to you unless specified by Prof. Arnell in relation to a specific portfolio piece.*
- 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.

required

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**.
- **METAL 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

OTHER COSTS

- **HIGHLY RECOMMENDED:** In previous semesters, students were required to have two process books professionally printed, as well as purchase of a 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! **EXTRA CREDIT IF EITHER OF THESE IS OBTAINED AND USED AT FINAL INTERVIEW!**

BOOK

- There is no required book for this course.
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ADOBE CREATIVE CLOUD



- You will specifically use the massive programs **Illustrator**, **Photoshop**, and **InDesign** in this class. Adobe **Spark**, **Fresco**, **XD**, 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-4803.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 website.



- You must join the **Workspace: Prof. Arnell Spring 2022**. [LINK HERE](#)
- Also immediately find and join the **#general** and all **#4803_** 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 highly recommended to use the paid version this semester.**



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 mail.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.

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>.

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.

REQUIRED ATTENDANCE

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

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

BOOKS

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
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STUDENT MEMBERSHIPS



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.

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 both nose and mouth 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 required 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.

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

- **THIS IS A 4000 LEVEL CLASS. STUDENTS ARE EXPECTED TO HAVE COMMAND OF TIME MANAGEMENT.** Deadlines must be observed. Consequences in class are significant, but much less than those in the Real World where one would lose a job and mess up a career.
 - **If student does not turn in at least the minimum required weekly assessment by the due date and time, the course grade begins to drop significantly.**
 - For other projects like Captions and Process Book due dates, student will receive a lowered project grade - 1 letter grade for each DAY the project is late (unless excused).
 - If a deadline is missed, student must speak with Prof. Nikki and complete the project, as 50% (= F) is better than 0%
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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.**
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ATTENDANCE

Each student will be assigned either **Group A** (meet on Mondays) or **Group B** (meet on Wednesdays). Student may switch groups with a student for a week if necessary, but should inform Prof. Nikki beforehand.

- If a student is in **Group A** for portfolio class, their week (beginning the week of Jan 25, our first full week of class) would look like this:

SAT:

Before 11am - turn in Weekly Assessment for Portfolio digitally by this time

MON:

11am - 1:50pm - attend Professional Practice

2-4:50pm - attend Portfolio Capstone

WED:

11am - 1:50pm - attend Professional Practice

Also attend 2-4:50pm in the last 2 weeks of April.

- If a student is in **Group B** for portfolio class, their week (beginning the week of Jan 25, our first full week of class) would look like this:

MON:

Before 11am - turn in Weekly Assessment for Portfolio digitally by this time

11am - 1:50pm - attend Professional Practice

Also attend 2-4:50pm in the last 2 weeks of April.

WED

11am - 1:50pm - attend Professional Practice

2-4:50pm - attend Portfolio Capstone

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. Also, this class usually only requires attendance once per week for a total of only 18 times for the entire semester; 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
- **3rd 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 any classes 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 CAPSTONE 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:
 - A default digital portfolio of student's best work for "desired job", but work and captions placed into 2 separate delivery PDFs:
 - > **LARGE version** that is self-contained and works independent of wifi - intended for interviews where one has his/her own computer/tablet.
 - > **SMALL version** that is small enough to email or digitally attach easily, depends on wifi - intended for digital delivery/upload and interviews where one has dependable wifi access. *This is helpful when you may have the opportunity to share work in a conversation, i.e. you meet a connection at a coffee shop and start talking. Though you would have access to your website of work, you would do better by controlling the flow of information to which you speak (vs. just sitting there while somebody looks at your website and doesn't listen to you).*
 - Comprehension of the process in order to tailor portfolio for individual future situations.
 - Live website(s) of online portfolio of work with explanations and links to Process Book PDFs will be created under a relevant domain. Website will also link to one's social media presence and email created in Professional Practice for Design. Therefore, the page will link to student's new brand presence on Instagram, LinkedIn, and Behance (+ more if relevant!).

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.
- Research skills refined for present and future job acquisition and networking, regardless of geography.

COMMUNICATION SKILLS

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum both in person (F2F or virtual) and social media. In addition, these skills will further develop the ability to critically evaluate artistic output for individual improvement.
- Overall presentation and networking skills to get the portfolio where it needs to be.

INTERPRETATION OF HISTORICAL ARTISTIC SKILLS

- Essays and Projects will demand student evaluate and interpret historical graphic design output in relevance to the student's individual experience, within design subcultures, and to the world as a whole.

ORGANIZATIONAL SKILLS

- Time management and research skills will be reinforced by deadline-dependent grading

COLLABORATION SKILLS

- Continuing methods of critique will improve self-awareness, as well as art reception per audience and context.

assessment +grading

WEEKLY PORTFOLIO ASSESSMENTS

- Assessment is completed throughout the course on an individual basis via a shared Google Drive folder separated into dated folders corresponding with due dates on the course calendar.

*For example, the provided folder for a Group A student would be named **3 - FEB 5** because it is the third week of assessments and it's due for professor to review on Saturday, February 5th.*

1. Student will submit pieces/ideas to go into one's portfolio and present it with its accompanying reasoning using a provided **Weekly Assessments** form.

*The submitted form for a student with the last name of Smith should be **Smith.FEB5.PDF** and it would be turned into the **3 - FEB 5 folder** by 11am on February 5th.*

2. Professor will then evaluate the work before the class critique.

This file would appear in the same folder, but have “_REPLY” added to the file name.

*The file would be titled **Smith.FEB5_REPLY.PDF** and it would be turned into the **3 - FEB 5 folder** usually within 48 hours of the original submission.*

3. Student should review the file and be ready for discussion in his/her next scheduled class.

*In the example, student would show up for Portfolio class on **Monday, February 7th**.*

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- **Weekly Count/Clarification:** In addition to evaluations of work, a TextEdit file identified by “_COUNT” will have the final list for that weekly assessment. This is because sometimes the marked up Weekly Assessment isn't absolutely clear where the student stands.

*The file for the example above would be titled **Smith_Feb5_COUNT.RTF**]*

- Each work will be listed as one of the following:

see next page

- > **No:** Student should not use this piece, nor submit it again without suggesting significant changes.
 - > **Maybe:** This piece is not all that strong, but it isn't an absolute refusal. Student shouldn't work on it anymore for now; however, it is not a definite No.
 - > **Revise (or don't do):** Student should continue to revise or choose to no longer work on the piece.
 - > **Approved > Art:** Student only needs to finalize the explanatory caption.
(*These portfolio Captions are explained via a project sheet mid-semester*).
 - > **Approved > Final:** Done!
- Though professor will push student to revise until work to A quality, it is possible that professor may say "approved, but should improve". This may only occur if the professor is concerned that student may not be able to finish all required work for the semester. Hopefully, a student will have time once the allotted number of other pieces are approved to return to this piece (or start another one to replace this) and make it A-quality work.
 - Once student has reached the required amount of approved work, student is no longer required to – but is allowed to – turn in more work for review until the final assessment is turned in before the final portfolio of work is created. Student is still required to show up to group's critiques.

OTHER PROJECTS

- Other projects, including **Captions** and a **Process Book** in digital form, and the updated website and Behance pages are created from work only after work it's **Approved > Final**, so student should attempt to obtain as many of these as soon as possible in the semester so she/he/they do not fall behind.
- It is also extra credit to obtain an archival box with fewer than five impressive tangible samples and printed process books. Speak with professor as soon as possible if this will be completed.

THE FINAL

The "final" for this course is in 3 parts:

- The first – and largest portion of the final grade – is the **creation of the portfolio** exactly to specifications. The quality of work within will be reflected in the grade.
- 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-4503.
- 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-4503.

COURSE GRADE

In order to receive an A:

- All submissions for Assessments and conclusive revisions must be timely and complete.
- The final portfolio must be exceptional in all respects – including its Captions and Process Book (and optional archival box).
- Student must present well at the Final Interview.
- *To be mediocre in any of these areas will reduce the course grade.*

The course grade will be based on the final portfolio and its contents (70%), ongoing submissions for evaluations and conclusive revisions (5%*), process book (10%), and performance at both the final virtual interview and the senior show (15%).

- Percentages are approximate.
- *5% is in regards to the quality of work when turned in for submissions. If student does not turn in the required amount of work when it is due, this affects the course grade much more significantly. *Each time this happens in the 11 weeks something is due, student should consider her/his/their course grade to drop by ½ letter from the grade of the final portfolio. In other words, if the final portfolio and process books are of A+ quality, but student misses 2 weeks of due dates then the student would receive a B. Even if said student turns in the work some time during the week it is due – but not on the day it is due – then the grade still suffers. **Consequences would be suffered in the Real World and so it is reflected in this course.***
- See how attendance affects course grade.
- Be aware that the overall course grade does not use + or -; therefore, be sure something like participation doesn't pull your B+/A- to a B grade (for example).

EXTRA CREDIT

[Extra credit](#) is available to help increase one's course grade. See the following options specific to this class. If not clearly explained during the course, please see professor for more details!:

- Leave-Behind
- Second Process Book
- Printing Process Book(s)
- Tangible clamshell box with printed work << HIGHLY SUGGESTED!!!

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/ASSESSED

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

PROBLEM SOLVING SKILLS : REINFORCED/ASSESSED

- 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/ASSESSED

- 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/ASSESSED

- 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/ASSESSED

- 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/ASSESSED

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

TECHNICAL : REINFORCED/ASSESSED

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

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 facilitate remote instruction (please consult the A-State Internet and Technical Services website for more details). Students are strongly encouraged to secure broadband access they can use for the semester either on or off campus. In the event of the need to change the mode of instruction, A-State will endeavor to keep as many on-campus facilities and support areas open as possible dependent on the circumstances of the emergency.

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

*At the beginning of the semester, each student will be placed in either group **A** or **B**. Each student will usually only need to attend class once a week; however, there is a tremendous amount of independent study required for this course. Also as soon as students have the minimum required amount of work approved by professor, Weekly Assessments become optional to turn in (class meetings still required).*

WEEK OF JAN 10

Tues Jan 11: A-State classes begin

WED

- Intro Lectures, **GROUPS** assigned
- Begin **Weekly Assessments**
- 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.

WED - Both **GROUP A** and **GROUP B** attend

- **Lecture & Discussion:**
 - > Everybody's Got An Opinion
 - > How to Not Get Called Back
 - > Portfolio Tips 101
 - > Structure and Flow : Skeleton and Your Guts
 - > Understanding and Communicating Your Process (Writing Captions; Process Books)
 - > How to Show Your Portfolio (Physical Forms, Goals of Interaction, Always Reinforce Your Brand)
- **Weekly Assessments** W.I.P and Q&A
 - ▶▶▶ Sat Jan 22 by 11am: **Group A Weekly Assessment (for next Mon) DUE** in correct folder

WEEK OF JAN 25

Fri Jan 28: Intent to Graduate due to the university

MON

- **GROUP A** meet + optional attendance for *Group B*
- Discuss Flipgrid Requirements for future weeks

▶▶▶ *Mon Jan 24 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder*

WED

- **GROUP B** meet + optional attendance for *Group A*
- Discuss Flipgrid Requirements for future weeks

▶▶▶ *Sat Jan 29 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder*

WEEK OF JAN 31

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ *Mon Jan 31 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder*

WED

- **GROUP B** meet + optional attendance for *Group A*

▶▶▶ *Sat Feb 5 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder*

WEEK OF FEB 7

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ *Mon Feb 7 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder*

WED

- **GROUP B** meet + optional attendance for *Group A*

▶▶▶ *Sat Feb 12 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder*

WEEK OF FEB 14

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ Mon Feb 14 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*

▶▶▶ Sat Feb 19 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

WEEK OF FEB 21 >> [HELLO GREAT DESIGNERS AVAILABLE!](#)

A-State Midterms Feb 22-28

MON

- **GROUP A** meet + optional attendance for *Group B*
- Begin **Captions** and **Process Book**

▶▶▶ Mon Feb 21 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*
- Begin **Captions** and **Process Book**

▶▶▶ Sat Feb 26 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

WEEK OF FEB 28

A-State Midterms Feb 22-28

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ Mon Feb 28 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*

▶▶▶ Sat Mar 5 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

WEEK OF MAR 7

MON

- **GROUP A** meet + optional attendance for *Group B*
- Discuss tangible items usually due and the future

▶▶▶ *Mon Mar 7 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder*

WED

- **GROUP B** meet + optional attendance for *Group A*
- Discuss tangible items usually due and the future

BOTH A & B: REQUIRED ATTENDANCE: *Don't Get Screwed, **Wed Mar 9, 5-6pm***

▶▶▶ *Sat Mar 12 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder*

WEEK OF MAR 14

Sun Mar 13: Daylight Saving Time begins - "Spring" forward an hour

MON

- **GROUP A** meet + optional attendance for *Group B*
- **GROUP A** Preliminary Count **DUE** ▶▶▶ *should have at least 80% approved*

▶▶▶ *Mon Mar 14 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder*

WED

- **GROUP B** meet + optional attendance for *Group A*
- **GROUP B** Preliminary Count **DUE** ▶▶▶ *should have at least 80% approved*

FRI

- **GROUP A & B Process Book **DUE****

WEEK OF MAR 21

Spring Break

▶▶▶ *Sat Mar 26 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder*

WEEK OF MAR 28 >> [HELLO GREAT DESIGNERS AVAILABLE!](#)

MON

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ Mon Mar 28 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*

▶▶▶ Sat Apr 2 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

WEEK OF APR 4

MON

- **GROUP A** meet + optional attendance for *Group B*
- **GROUP A** review **Captions**

▶▶▶ Mon Apr 4 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*
- **GROUP B** review **Captions**

▶▶▶ Sat Apr 9 by 11am: **Group A** Weekly Assessment (for next Mon) **DUE** in correct folder

BOTH A & B: Proof that Process Book off to print by Friday, Apr 8.

WEEK OF APR 11

MON

- **GROUP A** meet + optional attendance for *Group B*

▶▶▶ Mon Apr 11 by 11am: **Group B** Weekly Assessment (for Wed) **DUE** in correct folder

WED

- **GROUP B** meet + optional attendance for *Group A*

BOTH A & B: REQUIRED ATTENDANCE: Confidence Workshop **Wed Apr 13, 5-6pm***

*Time may change to earlier if Group B is almost finished.

WEEK OF APR 18

Both **A & B** attend all classes (MON and WED)

- *Interviewing Lecture and Workshop*
- **Captions DUE**
- Final Count **DUE**
- **Final Portfolio (Large) + Final Portfolio (Small) Directions**

WEEK OF APR 25 >> [HELLO GREAT DESIGNERS AVAILABLE!](#)

Thurs Apr 29: A-State Last Day of Classes

Both **A & B** attend all classes (MON and WED)

- *Website + Behance updated DUE*
- **Final Portfolio (Large) DUE**
- **Final Portfolio (Small) 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