GRFX-3603-001 (12212) | ADVERTISING DESIGN | SPRING 20

Instructor: Professor Nikki Arnell
Office: Library 205
Office Hours: Mondays and Wednesdays, 7:30-8am and 5-5:30pm; by appointment
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 > coursework > **GRFX-3603 SPG20**; assigned class Google shared folder;
Slack Workspace **Prof. Arnell A-State Classes** - Channel **#grfx_3603_main**

COURSE DESCRIPTION

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

> **A-State 2019-20 Course Catalog**: Fundamentals of graphic design applied to the advertising industry and advertising designer's role. Emphasis on ideation, art direction, and copywriting to communicate strategic marketing objectives to target markets. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisite, a grade of CR in GRFX 3400, or instructor permission. Fall, Spring. 3.000 Credit hours. 3.000 Lecture hours.
> **Time:** 8-10:50am MW
> **Location:** Library 205
> **Course Length:** Spring 2020 semester

TEACHING METHODS

- This course is based on group and independent studio instruction plus *at least* 8 hours of individual work out of class each week. (See **Building Access** under Policies.)
- 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. Being an active contributor both in class and online is crucial.
- Reading and study are required in this course to supplement work. A textbook has been replaced with required online (free) readings to supplement lecture. Pop quizzes are possible at any time over these.
- Instead of Blackboard or closed Facebook groups, this class will use the **Slack app**.
    - All messaging about the class (other than grades or other FERPA-related information) may be done via Slack, though direct phone text messages to Prof. Arnell are also possible.
- Become very comfortable using **Google shared folders** and documents, as almost all class materials will be presented and saved in this way. Dropbox is not used in this course.
- Specific information for each Project will be supplied on a **project sheet uploaded to the website for this class**. On the sheet, due dates for the various stages of projects, including sketches, notes, presentations, and critiques are all provided. It is possible that deadlines might be pushed back throughout the process, but this should not be expected.
- **Students are expected to be skilled writers.** As will be explained on project sheets, some explanations must be turned in with a report from the free version of **ProWritingAid**. These reports must be at a 100% on grammar, spelling, and style or the work will not be accepted. *If student already has a paid subscription to Grammarly.com or other equivalent program, please see Prof. Nikki.*
- **If student misses a lecture or demonstration**, he/she/they will be responsible for obtaining the information given and notes taken from another student. Do not count on self-explanatory lecture slides posted to be enough to understand the contents missed. Pick two classmates with whom you can communicate with directly throughout the semester.

REQUIRED

Book

There is no required book for this course. Online (free) reading is required instead. See calendar and Slack.

Online

- You must join **Slack**.
  - Workspace: **Prof. Arnell A-State Classes**.
  - Private Slack Channel: #**grfx-3603_main**. Other private Slack channels *may* be created by professor for separate topics or projects in class.
  - If student has a smartphone, the Slack app must be **installed**. Student must **set up notifications** or check manually daily to not miss anything.
  - The Slack app should be **downloaded and installed on a student's computer** (vs. web access) for ease of use if possible. It really does make a difference.
- All projects, outside reading material, notes, and syllabus will also be posted on **www.nikkiarnell.net class page**.
- Professor will create a **shared Google Drive folder** for each student to use in solely for this class. The link to this shared folder will be supplied to each student via email by the end of the first week of class.
  - Student may keep work in progress in the WORKING FILES folder.
  - Any Second Tries will be turned into the SECOND TRIES folder after student alerts Prof. Nikki it is there via a Slack Direct Message.

Materials

- 18-24 inch *metal* ruler
- Spray Mount/Spray Adhesive
- Black mounting boards TBD
- X-Acto and *many* #11 blades
- Kneaded eraser
- Self-healing cutting mat
- Hard Rubber Brayer Roller[1]
- Pencils
- **Digital storage device**: USB flash drive(s), external hard drive, etc. 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 or Binder (3-ring, 1-inch plastic) + white copy paper:**
  - The binder must only be used for this class.
  - In addition to ideas, student should keep diligent notes from critiques and lectures in the sketchbook.
  - *Prof. Nikki has many free used binders and plenty of free 3-hole-punched copy paper for students to use – just ask.*

RECOMMENDED

Books

- Advertising by Design: Generating and Designing Creative Ideas Across Media, *2nd edition*, Robin Landa, 0470362685
- The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells by Robert W. Bly, ISBN: 9780805078046
- Advertising Design and Typography by Alex W. White, ISBN: 9781581154658
- Advertising Creative: Strategy, Copy, And Design by Thomas B. Altstiel and Jean M. Grow, ISBN: 9781452203638

Social Media

- See announcements under #general on our Slack channel.
- Follow the public **A-State Department of Art + Design** Facebook page and the **ASTATE ART + DESIGN** Instagram feed.
- Join the **A-State Dept of Art+DESIGN GD** Facebook page where information like job and internship announcement, art exhibitions, and graphic design news will be posted. It is a closed group and permissions granted to GD majors.
- Follow Prof. Nikki on Twitter @ProfNikki, Instagram @Prof_Nikki, or Facebook @ProfNikkiDESIGN.

Materials

- Utility blade (and blades)
- Colored pencils
- White pencil or grease pen
- Transparent (Scotch) tape
- White polymer eraser
- Rubber cement

Student Memberships

- **AIGA** (the professional association for design). See information from Prof. Nikki at **nikkiarnell.net : AIGA**.
  - **A-State AIGA** is the most active student group under the AIGA-Memphis umbrella! Join today!
- **AAF** (American Advertising Federation) - See information from Prof. Nikki at **nikkiarnell.net : AAF**.

POLICIES

Craftsmanship

Cutting and mounting work requires PRACTICE. I expect perfect craft and your grade will fall if it is not (see rubric on projects).

[1] Find these in the printmaking section of Hobby Lobby or most art stores.

Adherence to the Design Process

Thumbnail sketches are expected at the beginning of all projects. *No work will be accepted if you have not finished this first step unless otherwise indicated.*

Distractions

Bring headphones if you would like to listen to music during studio time. Cell phone usage during lecture is not allowed and computers are to be used for coursework only. Calling, texting, checking social media sites (other than for coursework), e-mailing, etc. are prohibited during lecture and discouraged during studio time. *If you do not follow these rules, you will be asked to leave the classroom and counted absent for the day.*

Color Printing

See **nikkiarnell.net : directions : printing**.

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. It will be noted if you:

a) Do not share your opinions.
b) Share your opinions not in the form of constructive criticism.
c) Do not ask questions when somebody is discussing your work with you.
d) Do not take notes when somebody is critiquing your work.

Attendance

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 on the fourth day you miss class.)
- 5th unexcused absences = final letter grade reduced by 2
  (ex. if you have an A for the semester, you receive a C on the fifth day you miss class.)
- 6th unexcused absences = final letter grade reduced by 3
  (ex. even if you have an A+ for the semester, you still get a D on the sixth day you miss class. If you are a BFA in Graphic Design major, you must retake the course.)

Arkansas State University Student Handbook 2017-2018: CLASS ATTENDANCE POLICY

Students should attend every lecture, recitation and laboratory session of every course in which they are enrolled. Students who miss a class session should expect to make up missed work or receive a failing grade on missed work...Students who may be assigned a grade of "F" [or D] in a course because of excessive absences may withdraw from the course without penalty before the deadline for dropping an individual course...Students enrolled in upper level courses will not be assigned a grade of "F" solely for failing to attend classes. [However, a D in a class will not count toward your major in the Art + Design department. It is like failing, but without quite the same effect on GPA.] **Instructors shall set forth in their syllabi at the beginning of the semester their attendance requirements and expectations** with regard to making up work missed, class participation and other factors that may influence course grades...**Students must utilize their available absences for any cause which requires them to miss class including, but not being 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.

Deadlines!!!

- 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.
- Student will receive a lowered project grade for a late project. **1 letter grade reduction for each DAY the project is late** (unless excused). *For example, if an A project due on Friday is not turned in until Monday, student would receive a D (Saturday = B, Sunday = C, Monday = D).* **Student would also not be able to do a Second Try to improve the grade.**
- If a deadline is missed, student must speak with Prof. Nikki and complete the project, as 50% (= F) is better than 0%.

Building Access

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.

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:

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

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

Technical Competence

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

Communication Skills

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum 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/sketchbook of organized notes and *required* social media postings.

Collaboration Skills

- Continuing methods of critique will improve self-awareness, as well as art reception per audience and context.
- At least one project will require collaboration as work will be graded per team output.
- Through all of the above, student will engage in critical thinking skills in both a group and as an individual.

ASSESSMENT / GRADING

- 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.
- Student should expect to present her/his/their work at each stage of development, both to the class and the instructor.
- Assessment is completed in each project via a letter grade with a written critique of overall comments and points specific to each project. The example below is for one project with its rubric. Student could receive full credit (CR), partial credit (½CR), or no credit (NoCR). The FINAL GRADE includes my overall evaluation, which I explain in Comments.
  Be sure to take notes during all critiques in class and online, as I will often refer to these in Comments section.

  Course Number Spring 2020 : PROJECT NUMBER
  CR • Directions were followed accurately with absolutely no errors.
  CR • All thumbnail sketches completed to spec.
  CR • Design choices explained logically and eloquently.
  CR • Typography explores shape in relation to space on the entire page available.
  CR • Attention to leading
  CR • Attention to kerning
  CR • Focal Point(s) and/or Visual Tension explored.
  CR • Issuu.com upload correct.
  CR • Ambition - How much did you challenge yourself? Did you plan your time well?
  CR • Participation in critique.
  COMMENTS: *(brief written critique here, usually repeating/expanding on critique in classroom setting with peers)*
  FINAL 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. Student should be aware of the Second Try clause (see syllabus) to be sure all project grades are the best possible as the average of all project grades produce a large portion of the final grade for this course.
- Quizzes and participation also aid in assessing student in this course.
  - Quizzes may be given over assigned readings, Slack posts, lectures, and movie(s).
  - "Assignments" like assigned research into samples or other Slack posts are part of participation.
  - Participation in all class exercises and discussions are part of class grade.

- It is key that student understand when something is due and what the minimum amount of participation is so that this grade does not fall.

- In order to receive an A, a project must be exceptional in all respects. I will use letter grades A through D with + and -, and F.

A+ = 100% – A = 95% – A- = 90%	|	D+ = 68% – D = 65% – D- = 60%
B+ = 88% – B = 85% – B- = 80%	|	F = 50% and below (see Deadlines)
C+ = 78% – C = 75% – C- = 70%	|	Not turning anything in at all: 0%

- The course grade will be based on projects (**85%**), in-class and online assignments (**10%**), and class participation (**5%**). *(Percentages are approximate. Also see how attendance affects course 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).

A Second Try

You may redo any project for an *attempt* to receive a better grade. To be eligible:

- You must first show proof that you have taken notes on all required readings up to the date you submit the Second Try work.
- You must have turned in the original project on time and completed it.
- You must have adhered to the design process. If I asked for thumbnail sketches when completing the project the first time and you did not do this, then I will accept no attempts at a Second Try to improve your project grade.
- It is advisable that you wait for all critiques for project so that you can improve your work.
- Turn file into SECOND TRIES sub-folder in shared Google Drive folder for this class. Notify Prof. Nikki it is there via a Slack Direct Message.
- You may have all semester to turn in any redos, but they must be handed in before the week of finals.
- The final project may not be redone.

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 *Emphasized*

Students will have a working knowledge of various aesthetic and visual communication issues, processes, and media; and be able to apply that knowledge to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking Skills *Emphasized*

Students will be able to apply the critical, analytic and communication skills required of an academic and professional designer; and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Emphasized*

Students will be able to understand and apply problem identification, research, prototyping, user testing and analysis to generate multiple solutions to visual communication problem and evaluate their outcomes based on critical, historical and aesthetic issues.

Technical Competence *Emphasized*

Students will be able to execute technical, aesthetic and conceptual decisions based on an understanding of art, design, and communication principles culminating in a portfolio of professional work that displays knowledge of these skills through self-directed research, experimentation, risk-taking, and reflective analysis of content and context.

BFA-DIGITAL DESIGN PROGRAM LEARNING OUTCOMES

Subject Knowledge *Emphasized*

Students will have a working knowledge of various aesthetic and visual communication issues, processes, and media; and be able to apply that knowledge to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking Skills *Emphasized*

Students will be able to apply the critical, analytic and communication skills required of an academic and professional designer; and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Emphasized*

Students will be able to understand and apply problem identification, research, prototyping, user testing and analysis to generate multiple solutions to visual communication problem and evaluate their outcomes based on critical, historical and aesthetic issues.

Technical Competence *Emphasized*

Students will be able to execute technical, aesthetic and conceptual decisions based on an understanding of art, design, and communication principles culminating in a portfolio of professional work that displays knowledge of these skills through self-directed research, experimentation, risk-taking, and reflective analysis of content and context.

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 DEPARTMENT OF ART+DESIGN POLICIES

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 me in person.*

Safety Concerns

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 cancelled, 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 her/his/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.

Disability Statement

Any student who is registered with A-State's 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

Academic Integrity Policy of the Department of Art + Design

I. *Academic Integrity*
   a. 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.
   b. 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.

II. ***Plagiarism****
   a. "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.
   b. To avoid plagiarism give written credit and acknowledgement 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.
   c. If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.
   d. 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."
   e. 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.
   f. 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.

III. *Faculty members may respond to plagiarism in any of the following ways:*
   a. Return the work to be redone; the grade may be reduced.
   b. Give a failing grade on the work ("F" or zero).
   c. Give the student a failing grade in the course.

IV. *Test Cheating may consist of any of the following:*
   a. Having access to exam questions beforehand.
   b. Having access to course information during an exam period.
   c. Observing another person's test during the exam period.

V. *If cheating occurs during a test, a faculty member may:*
   a. Seize the test of the offending student, or
   b. Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.

VI. *Faculty members may respond to cheating in any of the following ways:*
   a. Give a failing grade on the exam ("F" or zero).
   b. Give a failing grade in the course.
   c. Refer the matter for disciplinary action to the Office of Student Affairs.

VII. *Scope: These policies cover all classes in the Department of Art and Design.*

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 Prof. Arnell *before* you begin your work.