

Instructor: Professor Nikki Arnell

Office: Art Annex 211

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-4503 SPG20**; assigned class Google shared folder;
Slack Workspace **Prof. Arnell A-State Classes** - Channel **#grfx_4503_main**

COURSE DESCRIPTION

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

A-State 2019-20 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. 3.000 Credit hours. 3.000 Lecture hours

Time: 11am-1:50pm MW

Location: Art Annex 208

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.)
- **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.
- **Skilled writing expectations are high in this course.** Almost all written materials will be required to be turned in with a report from the free version of **ProWritingAid**. As will be explained on project sheets, 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.*
- 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 are provided, including sketches, notes, presentations, and critiques. It is possible that deadlines might be pushed back throughout the process, but this should not be expected.
- 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.
- **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.
- Attendance is required at both of these events. The dates listed are tentatively set as of the publication of this syllabus.
 - **Saturday, May 2nd** : Regional Portfolio Review, A-State campus.
 - **Friday May 8th or Saturday May 9th**: 2020 Graphic Design Senior Show, A-State campus.

REQUIRED

Book

- ~~Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should by Michael Janda; ISBN 10: 0321918681~~
Acquire this book as soon as possible (see required readings and midterm on calendar).
- ~~Success By Design by David Sherwin; ISBN 10: 144031022X~~
Acquire this book by midterms (see required readings and final on calendar).
- **There are no longer required books for this class.** These books have been moved to (Highly!) Recommended, as they are informative reads and worthwhile investments for your future career.

Online

- You must join **Slack**.
 - Workspace: **Prof. Arnell A-State Classes**.
 - Private Slack Channel: **#grfx-4503_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.

Materials

- **Sketchbook (or similar)**
 - Sketchbook must only be used for this class and co-req Prof. Practice For Design. In addition to ideas, student should keep diligent notes from critiques and lectures in the sketchbook. *Note: Instead of a sketchbook, this could be a plastic binder (3-ring, at least 1-inch, plastic) + white copy paper. Prof. Nikki has many free used binders and plenty of free 3-hole-punched copy paper for students to use – just ask.*
 - **This should be obtained by the second week of class.**
- **Digital storage device:** USB flash drive(s), external hard drive, etc. Student should save work to the cloud (Google shared folder for this class), 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.
- **Paper samples** for creating printed collateral and its visual guidelines. These can often be obtained for free, but require the research to do so.
- All other materials are those that are required to create design work. These could include:
18-24 inch metal ruler; X-Acto and #11 blades; Roller/burnisher; Spray Mount or K-77; Self-healing cutting mat; Black mounting boards (TBD)

Costs for the following materials in this class are higher than most previous graphic design courses; however, each and every piece is intended for job acquisition as soon as (or even before!) one graduates. Costs listed below are an estimate. To be discussed in class.

- 100 **Business Cards** (VistaPrint Ultra Thick Regular or similar quality) = \$40 + Shipping
- 25 sheets professionally printed **Letterhead** (VistaPrint or similar) = \$25 + Shipping
- 50 blank colored **#10 Envelopes** + Shipping (FineCardStock.com or similar) = \$12 + Shipping
- *Optional Stickers or Rubber Stamp to professionally address Envelopes + Shipping*
- **Website**
 - **Domain** (GoDaddy or similar) = \$14.99/year. Domain must be purchased.
 - **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.
- Printed **Job Hunt Journal** (minimum required: black and white; spiral bound; usually 60-70 pages = 30-35 printed double-sided). FedEx Office = \$17.50 for 70 pages double-sided grayscale.
- Printed **Brand Book** (minimum required: full-color on nice paper; spiral bound; usually 40-50 pages = 20-25 pages printed double-sided). FedEx Office = \$55.75 for 50 pages double-sided color.

- **Final Show elements:** Minimum: all work created with elements above and work from Portfolio Capstone, plus one printed color tabloid page of logo. There is much more you can do for this, from a tablecloth to logoed merchandise to give away to visitors.

RECOMMENDED

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.

Books

To read:

- 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

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

I expect perfect craftsmanship in this 4000 level class. Project rubrics state this.

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:

- Do not share your opinions.
- Share your opinions not in the form of constructive criticism.
- Do not ask questions when somebody is discussing your work with you.
- 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 acquire a D in this class, you must retake it. This class is only offered in the spring semester.***)

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!!!

- **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.
- 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).*
- 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:
 - Brand positioning
 - Creation of visual identity
 - Big Idea to communicate your objective
 - Campaign creation and implementation through multiple methods and media, including traditional advertising, web presence, direct mail, guerrilla marketing, etc.
 - Skills to acquire a job in the field of design and advertising
- 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

- 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 according to its rubric stated on the project sheet. Multiple critiques will specifically respond to these points. Below is an example of such a rubric.

STUDENT • GRFX-4503 SPRING 20 • PROJECT NAME

- Directions were followed accurately with absolutely no errors.
 - Ideas successfully conveyed per objective.
 - The logo speaks in a concise manner in reference to the brand positioning statement.
 - The logo is successful within a 7 in. square as well as a 1 in. square by having visual weight and successful containment.
 - The logo is successful in both grayscale (black ink on white paper) and color.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Cleanliness and Presentation.
 - Participation in critique
- Most projects will be completed and graded in four sections, plus a Brand Book, Job Hunt Journal, and participation in the Regional Portfolio Review and Graphic Design Senior Show.
 - Section 1:** Brand, Business Plan A, Idea Board
 - Section 2:** Logo, Visual Identity, Visual Guidelines, Website, Budget
 - Section 3:** Cover Letter, Résumé, Brand Board
 - Section 4:** Social Media Plan, Business Plan B, Business Forms
 - + Brand Book
 - + Job Hunt Journal
 - Participation in Spring 2020 Regional Portfolio Review at A-State*
 - Final:** Graphic Design Senior Show (Professional Practice For Design + Portfolio Capstone senior show)
 - At the completion of each of the previously stated **Sections**, 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.

STUDENT • GRFX-4503 SPRING 20 • SECTION 1

BRAND

GRADE:

Comments:

BUSINESS PLAN A

GRADE:

Comments:

IDEA BOARD

GRADE:

Comments:

OVERALL GRADE SECTION 1:

REQUIRED: Revise all that are not presently an A.

- 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 Review below.**
- Participation also aids in assessing student in this course. "Assignments" like assigned research into samples or other Slack posts are part of participation. 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 (**80%**); performance at Regional Portfolio Review and Graphic Design Senior Show (**15%**), 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 participation doesn't pull your B+/A- to a B grade (for example).
- **The Final Review**
Your final overall campaign can (should) include re-worked pieces in an *attempt* to receive a better grade so that everything is of the highest quality that you can achieve. You must have turned in the original project on time and completed it. It is advisable that you wait for all critiques for project so that you can improve your work. You may have all semester to turn in any redos, but they must be handed in before the week of finals. Your Brand Book should be considered the final version.

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 have working knowledge of aesthetic, conceptual, and technical issues in art (contemporary and historical) and conceptualize and develop professional work that answers project objectives.

Critical Thinking Skills *Reinforced*

Students will be able to apply strong critical, analytic and communication skills required to advance in academic and professional fields.

Problem Solving Skills *Reinforced*

Students will be able to apply problem identification, research and analysis to generate a professional portfolio and evaluate the work based on critical, historical and aesthetic issues.

Technical Competence *Reinforced*

Students will be able to complete a body of work in a visual communication that culminates in a professional portfolio.

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.

Critical Thinking Skills *Reinforced*

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 *Reinforced*

Students will be able to apply the concepts of problem identification, research, prototyping, user testing and analysis to generate multiple valid solutions to a digital design problem and evaluate their outcomes based on contemporary critical, ethical, and aesthetic issues.

Technical Competence *Reinforced*

Students will display competency in the various skills of the contemporary digital designer culminating in a portfolio of professional quality work.

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 Facebook group site. If the weather is questionable, also check the class's Facebook group site 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.

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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.