

**University of Minnesota Duluth**  
**Department of Art + Design**  
**Spring Semester 2010**

**ART 3933-001 GRAPHIC DESIGN 3**  
Tuesday 8:00 – 9:50 am in LIB 118  
Thursday 8:00 – 9:50 am in ABAH 335

Beth Koch, Assistant Professor  
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### **COURSE OVERVIEW**

ART 3933 Graphic Design 3 is an intermediate course in graphic design. The purpose of this course is to introduce the student to conceptual design and advanced information design. In order to fulfill the course requirements you are expected to actively participate and assist in class, complete all assignments, papers, and projects.

### **PREREQUISITE**

Successful completion of Graphic Design 2.

### **STRUCTURE**

The class is primarily studio-oriented and project-based. It consists of two multi-phased major projects, visual presentations by the instructor, as well as readings, activities and discussions designed to accomplish the following course goals:

### **GOALS**

1. Know how to concept.
2. Know several problem-solving methods for organizing information.
3. Know how to create visual order in any media.
4. Understand how to use text, image, and graphic design to persuade.

### **OBJECTIVES**

In this course students will:

- Practice new methods for problem-solving.
- Learn how to design information whether targeted to print or electronic media.
- Understand the psychology behind persuasion in visual communication.
- Practice professional design thinking and problem-solving processes.
- Demonstrate professional critical and aesthetic judgment.

### **TOPICS & ISSUES**

This class will emulate the professional world as we develop portfolio projects to persuade an audience and to illustrate advanced conceptual and information designs. We will follow and record a specific creative process using time-tested methods. We will produce a record of the process, and create a promotion to communicate the project's process. This class will include lecture, creative investigation, creative production, critique, research, reading, writing, and presentation.

### **PROJECTS**

1. **Information Visualization—Graphic design studio process and methods**
2. **Promotion—New Media Presentation Methods**
3. **Persuasion—Personal and Public Propaganda**
4. **Concepting—Product advertising magazine series**

### **REQUIRED SOURCES**

One subscription to either Print or Communication Arts

## **MATERIALS**

1. *Physical Materials:* Paper and pens for sketching, note taking, brain storming; Metal edge ruler, X-Acto knife and plenty of replacement blades, cutting mat, dry mount or other adhesive, and Black Board for mounting presentations.
2. *Electronic Materials:* Removable hard drive, CD-RWs, iPod, Flash drive, jump drive, or other means of storing work.
3. *Printing:* plan for many test prints, both black & white and color, as well as a number of large format prints. Printing expenses that may easily exceed \$100.

## **GRADING POLICY**

Grades will be determined by performance as noted in the weight distribution section below. Projects will be given a letter grade based on the + or - system. Your grade will reflect the caliber of your concept, creativity and innovation of the design solution, interaction complexity and technical richness, the interface architecture, and the advancement of your concepts and craftsmanship in the production of your solution.

## **GRADING SCALE**

96–100 = A  
90–95 = A-  
87–89 = B+  
84–86 = B  
80–83 = B-  
77–79 = C+  
74–76 = C  
70–73 = C-  
67–69 = D+  
64–66 = D  
60–63 = D-  
below 60 = F

## **WEIGHT DISTRIBUTION OF PROJECTS**

Your final grade is determined as follows:

10% Information Visualization Process Book  
15% Information Visualization Creative Project  
15% Information Visualization Website Presentation  
30% Persuasion Poster  
10% Concepting Advertisement #1  
10% Concepting Advertisement #2  
10% Concepting Advertisement #3

**A. Excellent**—This work is professional quality in every respect. It exceeds or excels at every point of the performance criteria as set forth by the problem. In order to earn an “A” for the course students must earn “excellent” marks on every project.

**B. Good**—This work is above average but lacks innovation or craftsmanship superiority.

**C. Satisfactory**—This work has fulfilled the requirements for the project in every respect.

**D. Poor—Below Average**—This work may fulfill a few of the requirements \ of the project, but demonstrates a substantial lack of understanding of it’s objectives.

**F. Unacceptable**—Work that does not fulfill requirements or objectives.

## **ATTENDANCE AND PUNCTUALITY**

Students are expected to attend all class meetings as scheduled. Three absences per semester can be excused for illness or emergency; each absence that exceeds this number will result in the lowering of your final grade one grade level (A to A–, B to B–, etc.). If you must miss class, your professor would appreciate a call or an email. You are responsible for getting lecture notes from a classmate. Attendance on critique days is crucial. Please attend critiques even if you are not finished with your work—much of the learning in studio courses lies in the exchanges that happen during critiques. Late homework or late projects will be accepted, however, the grade for late work will be lowered one full letter grade per day of tardiness (A to B, B to C, etc.). Requests for an incomplete will be addressed on an individual basis, and require completion the following semester. Final exams cannot be made up.

## **WORKLOAD**

For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom. (<http://www.umn.edu/usenate/policies/grades&acadwork.html>)

### **EXPECTATIONS OF STUDENTS**

- Students are responsible for all class meetings, including any information in the syllabus.
- Students are responsible for being on time and for preparing for and attending all class sessions.
- Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
- Students are responsible for seeking help when needed.
- Students may not make commercial use of their notes of lectures or University provided materials without the express written consent of the instructor.

### **CLASSROOM CONDUCT**

All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled). The University's Student Conduct Code can be accessed at <http://www.d.umn.edu/assl/conduct/code>. Behavior that substantially or repeatedly disrupts the instructor or students is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom.

### **ACADEMIC MISCONDUCT**

Academic dishonesty is regarded as a serious offense by all members of the academic community and is defined as any act that violates the rights of another student with respect to academic work, or that involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another's work. Discovery of academic misconduct is grounds for an "F" or "N" in the course. This policy sanctions students engaging in academic dishonesty with penalties up to and including expulsion from the university for repeat offenders. UMD's Student Academic Integrity Policy, which can be found at [www.d.umn.edu/assl/conduct/integrity](http://www.d.umn.edu/assl/conduct/integrity).

Copying another's words, work, or ideas is against the law. Work which is found to be in violation of United States or International Copyright Laws will automatically receive a failing grade. In addition, the department head may deem further admonishments in accordance with University policies.

### **HARASSMENT**

The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

### **ACCOMMODATIONS**

Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. Please let your instructor know how to assist you with accommodations as soon as possible.