

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

ART 4933-002 SENIOR DESIGN STUDIO 2
Tuesday/Thursday 12:00 – 1:50 am in ABAH335

Beth Koch, Assistant Professor
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COURSE OVERVIEW

ART 4933 Senior Design Studio 2 is an advanced course in graphic design. The purpose of this course is to develop professional skills in presentation, to prepare a professional portfolio and materials to aid in the job search, and to introduce critical issues in professional practice. In order to fulfill the course requirements you are expected to actively participate and assist in class, complete all assignments, papers, and projects.

PREREQUISITE

Senior in Graphic Design and successful completion of ART3933 Graphic Design 3.

STRUCTURE

The class is primarily studio-oriented and project-based. It consists of four 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 plan a job search and execute effective self-promotion.
2. Be able to present one's views and creative work in a convincing and professional manner.
3. Understand how to develop and present a body of work in a print portfolio or electronic medium.
4. Internalize high personal standards for innovation, originality, creativity, and craftsmanship.

OBJECTIVES

In this course students will:

- Demonstrate professional visual problem solving skills.
- Demonstrate professional technical facility in the selection of materials, planning and execution of design projects and presentations, as well as excellent craftsmanship skills.
- Perform critical analysis of design works by colleagues and skillfully edit personal design decision-making.
- Speak, act, and write in a professional manner.
- Research the role and responsibilities of the graphic designer in the professional work environment.
- Manage and regulate self-created deadlines and schedules.
- Create innovative portfolio presentations.

TOPICS & ISSUES

This class will investigate the professional practice of graphic design and issues that impact the business of graphic design. We will create a portfolio and communication tools that can aid students in finding a design job. The class will include lecture, creative investigation, creative production, critique, research, reading, and presentation.

PROJECTS

1. **Personal identity system: Personal Logo, letterhead, envelope, business card, and résumé**
2. **Research potential employers and write letter in response to a job posting**
3. **Portfolio—print and electronic and mock interview**
4. **Business of Graphic Design report**

REQUIRED TEXTBOOKS

1. *Graphic Artists Guild Handbook of Pricing and Ethical Guidelines* (current edition).

ADDITIONAL SOURCES

2. *Building design portfolios* by Eisenman.
3. *Becoming a graphic designer* by Heller.
4. *Business side of creativity* by Foote.
5. *How to think like a great graphic designer* by Millman.

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.
4. *Portfolio*: Purchase a case, a folder, a book or metal binding system, a box, or other container to hold your work. Expect to spend as much as \$200 in addition to 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:

15% Personal Logo Design
05% Letterhead Design
05% Envelope Design
05% Business Card Design
15% Résumé Design
05% Letter writing
05% Business of Design Report
20% Print Portfolio
10% Web or Electronic Portfolio
15% Mock Interview

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.

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.