MIDWESTERN STATE UNIVERSITY
The Juanita & Ralph Harvey School of Visual Arts

ART 4743 + ART 4753
GRAPHIC DESIGN WITH AN INTERNATIONAL PERSPECTIVE

Mission Statement: Midwestern State University is a leading public liberal arts university committed to providing students with rigorous undergraduate and graduate education in the liberal arts and the professions. Through an emphasis upon teaching, augmented by the opportunity for students to engage in research and creative activities alongside faculty and to participate in co-curricular and service programs, Midwestern State prepares its graduates to embark upon their careers or pursue advanced study. The university's undergraduate education is based upon a comprehensive arts and sciences core curriculum. The understanding that students gain of themselves, others, and the social and natural world prepares them to contribute constructively to society through their work and through their private lives.

Course Description: Students will learn the historical and contemporary contributions that London has provided to the field of graphic design. Students will visit museums, design firms, and receive lectures from some of London's greatest designers in order to broaden their perspective on the design world. Each student will create a design campaign that will be portfolio and exhibition worthy by the end of this course.

Course Objectives: Students taking this course will:

- Learn the history of graphic design in London
- Be exposed to the contemporary design culture that London has to offer
- Presentations will be given from some of London's top graphic designers
- Students will visit design firms, museums, and take a historic type tour throughout London
- Create a comprehensive design campaign

Grading Scale: A=90 to 100, B= 80 to 89, C= 70 to 79, D= 60 to 69, F= below 60
A= Superior work. Excellent development in skill, exploration and expression.
B= Above average development in skill; exploration and expression.
C= Average work. Meeting the assignment requirements. Recommend greater need for study in academic comprehension and technical skills.
D= Below average performance. Requires greater study to improve academic understanding, perceptual and technical skills.
F= Performance indicates little or no progress in academic understanding, perceptual and technical skills. Quality of work not on level of necessary time and study. Showing little willingness or effort to improve skills.
Course Requirements and Grading:
70%: Design Campaign/Process Book/Critiques
• Students will be creating an entire print campaign for this course. Research, ideation, and sketches will be performed while in London. Students will present their final campaign idea in full to the professor and class on the last class day. The student will then receive approval on their campaign and they are not allowed to stray from this approved campaign. Digital roughs and the final designs will be completed in the allotted time upon return. Late work will not be accepted. All required materials are due to the professor on announced date.
• Students will receive a project sheet stating all required components for successful completion of the project. The class will participate in design meetings and critiques of each other’s work in order to receive feedback that will enhance the student’s work.
• Students will bring their Process Book to every class meeting. This binder is divided into four sections: Research, Sketches, Digital Roughs, and Final Designs.
15%: Class participation/In-class assignments
15%: Final Exam

Attendance Policy: Attendance is vital to the success of a student in a studio class. Students are allowed 0 ABSENCES. The student’s final grade will be deducted by 5% for each absence. Attendance is required for the full class period. Missing more than fifteen minutes of class is considered an absence, leaving early from class is also considered an absence. Students arriving late but before the 15-minute cut off will be marked LATE. Three LATE marks equal 1 absence. If you come late to the meet up for a site visit, you will be left behind and marked absent. Arrive 10 MINUTES EARLY to meet up locations to ensure that you are not left behind.

Health and Safety: Department of Art will endeavor to comply with the intent of state laws or acts and the University Health and Safety Program in an effort to maintain a safe academic and working environment.

Academic Dishonesty: It is very important that submitted work, to be graded, be representative of your own design and execution. These standards, at the minimum, require that you never present the work of others as your own. Misrepresentation can result with a course grade of "F" given for academic dishonesty.

Classroom Conduct: All students will be expected to act in a manner consistent with the academic goals of the course; that is, any behavior detrimental to the learning experience of the group will not be tolerated. Please see the Student Handbook for standards of conduct. Class discussions will be conducted in a professional and respectful manner. Students will dress appropriately for all site visits. There will be no use of personal electronics in class; failure to comply will result in dismissal for the day and a final grade reduction of 5%.

Special Needs: If you need course adaptations or accommodations because of a disability, if you have emergency medical information that needs sharing, or if you require special accommodations in case the building must be evacuated, please make an appointment with the professor as soon as possible.

Student-Privacy: Federal privacy law prohibits the instructor from releasing information about students to certain parties outside the university without the signed consent of the student. Thus, in most cases the professor will not discuss students’ academic progress or other matters with their parents. Please do not have them call. Regardless of these important legal considerations, the professor’s general policy is to communicate with the students, not their parents, even when a student has signed a consent form. College students are adults and are expected to behave accordingly.

Social Justice: Social justice is one of Midwestern State University’s stated core values, and I consider the classroom to be a place where students will be treated with respect as human beings, regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Moreover, diversity of thought is appreciated and encouraged, provided the students can agree to disagree. It is my expectation that ALL students be able to consider the classroom a safe environment.

THIS SYLLABUS IS SUBJECT TO CHANGE