

Art 472 Advanced Graphic Design

[2-4:45pm] Tu,Th
Wyllie Hall, D150M

Instructor: Tao Chen
Office: MLN D124
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Tel: 262-595-2119
Office Hour: 1-2pm
M,W,Tu,Th

❖ Objective

The main objective of this course is to engender a greater degree of professionalism in the students by emphasizing: concept, content, and computer technology skill in all projects and to develop the ability to work together in teams in order to fulfill the needs of various clients in real-world settings.

❖ Description

This course incorporates advance research in design problems of a complex nature using a broad range of design approaches with a continued emphasis on computer technology. It will challenge the advanced student in graphic design with "real-world" projects that simulate the demands of contemporary design market. Working in teams, students will create an appropriate goal, timeline, and final presentation.

❖ Required Materials

USB flash drive with at least 256 MB capacity (after each class, students need to save their documents into USB flash drive or other external hard drive. It's the students' responsibility to keep their own files); a medium-sized sketch book, several pencils and an eraser. Other supplies may be specified by the instructor as needed.

❖ Suggested Reading

Citizen Designer: perspectives on Design Responsibility, Heller and Vienne; Waston-Guptill Publication
Looking Closer 3: Classic Writings on Graphic Design (Looking Closer), by Jessica Helfand
Professional graphic design magazines such as: Print, How, Communication Arts, CMYK.

❖ Grading

The final grade will be determined according to the following: projects [70%]; group meeting (client meeting) [20%]; attendance and class participation [10%]. Grades are decided based on the aesthetic considerations and quality of the project, the amount of effort put forth on the project, the daily participation in working on the project and understanding of the computer. Specifically, the grade of each project will be based on sketches, concept, creativity, computer skills, presentation.

Grades will be as follows:	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
	100-94	93-91	90-88	84-87	83-81	80-78	77-74	73-71	70-68	67-64	63-61	60 or less

❖ Project Term

All projects are due at the beginning of the class period on the date set by the instructor. Failure to meet a deadline will result in a grade of "f" unless the late work is due to an excused absence, defined as a university excuse or verifiable medical excuse. All projects must be properly and clearly identified.

❖ Attendance policy

- +student is permitted a maximum of two unexcused absences.
- +a third absence, even if excused, will result in the lowering of the student's final grade by one letter.
- +fourth absences, even if excused, will result in the lowering of the student's final grade by one letter.
- +fifth absences, even if excused, will result in the lowering of the student's final grade by one letter.
- +nine absences, even if excused, which signifies that the student has missed approximately 33% of the class meetings, will reduce even an "a" average to an "f".

+an 'f' grade is recorded for any missed work unless the student presents an excuse for the absence at the time he/she returns to class.

+no make-up work will be permitted without an excused absence. even with the excused absence, make-up work is permitted at the discretion of instructor. students should not assume such permission will be granted.

+no make-up work will be allowed once three class meetings have elapsed, counting from and including the date at which the student returns to class after absence.

+no make-up work will be conducted during the last week of classes.

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+three tardies will convert one excused absence. a student coming in shortly after roll call is responsible for informing the instructor of his/ her attendance. their absence is converted to a tardy at the discretion of the instructor.

*an excused absence is defined as a University excuse or verifiable medical excuse. The instructor of the course has the final authority to determine the penalties for absences as it reflects a course's distinct needs.

❖ Special Needs

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disability Services in WYLL D175.

❖ About printing

Many projects will require color printing and this can be purchased through Information Technology Support on the D2 level below us. If you intend to use a home printer for your printouts, be sure it is capable of showing your work off to its best advantage, i.e. at least 1400 dpi resolution printed on highest quality setting on a photo quality paper made for that printer. As presentation is such an important part of this industry, poor printouts will jeopardize your grade. Give Information Technology Support, your files on disk — Zip disks or Cds — with a unique (not the default) name along with a printout from our b&w laser printer (or your home printer) attached to the check off sheet that is available for printout in the Shared Resources folder on the network. We will be reviewing how to change your files to pdf (portable document file) format for printing at ITS as this has proven to be a successful way to make sure your files will print out without fear of forgetting to include fonts or linked images when you take your files to print. Be sure you give ITS at least two full working days to print full-color (or large format) class assignments — even longer if it is a multi-page, or multi-copy document.

- ❖ The Art Department reserves the right to use reproductions of student work for promotional purposes, including the departmental website.

[Subject to change without notice.]