



**ARTS 2313 01 29363 | Design Communication I**  
**SYLLABUS**  
**FALL 2022**

**COURSE INFORMATION**

Meeting times: **Mondays and Wednesdays | 4:45PM – 7:25 PM**  
Meeting location: **Brownsville Music Science & Learning Center (BMSLC) Lab 2.244**

Course Modality **Traditional Face-to-Face Courses (TR)**

**INSTRUCTOR INFORMATION:**

Instructor Name: **Jeffrey Charles Stanley | JCS**  
E-Mail: **jeffrey.stanley@utrgv.edu**  
Office location: **Rusteberg Rm 168**  
Office hours: **by appointment only**

**Response Time:** I will try to respond to emails within 24 hours, but please allow for a response within 48 hours. If I plan to be away from my computer for more than a couple of days, I will let you know in advance. Any technical questions can be referred to Blackboard Support, or Adobe Creative Cloud Tutorials and walkthroughs. I will update the online grades each time a grading session has been complete—typically 7 days following the completion of an activity. You will see a visual indication of new grades posted on your Blackboard home page under the link to this course.

**COURSE DESCRIPTION, PREREQUISITES & MODE OF LEARNING**

Graphically interpreting images is the craft of graphic designers and illustrators who bring unique perspectives and meaning to content. Explore visual expression through the industry-standard vector graphics editing and layout software. This hands-on course is the first fundamentals course in the visual communication curriculum. Create illustrations, designs, and type treatments through a series of exercises and projects while building marketable skill sets.

**Prerequisite:** Grade of 'C' or better in ARTS 1311 and ARTS 1312.

**Mode of Learning:** In-Person with aide of Blackboard

**TEACHING PHILOSOPHY**

*Design education has evolved as the field of communication design has evolved over time from sign painter, commercial artist, graphic designer, visual communicator to strategist and UX designer. Education is also embracing a broader base of knowledge. Movements like the STEAM movement (Science, Technology, Engineering, Arts and Math) are seeking to blend various disciplines in a collaboration of creative technology and problem solving that enhances innovation. This moves us out of the apprenticeship style into a liberal arts education, with specialization that will allow designers to strategically influence corporate business plans, political platforms, and cultural trends. My goal is to instill in the student not only a sense of what is appropriate, what is the proper aesthetic, but also what is the ethical impact of their work. Preparation for this arena is the primary aim and purpose of the design educator. Equipping the design students with the technological tools, aesthetic skills, and relentless sense of curiosity to make effective changes. To help accomplish these goals this course lays a foundation on the tools we use in design so students can master the craft of design, as well as apply current and culturally appropriate images to their visual communications.*

*I want to introduce innovations and new approaches as much as possible, but this course has been streamlined to include the essentials decided upon by Full Time Faculty. I will introduce more creative computational tools as their use becomes relevant and apparent. The main focus is to build creativity and critical thinking, and producing a holistic approach for these ideas with established design thinking and design principles.*

*My teaching philosophy is holistic and interdisciplinary in nature. I work across disciplines, have experience in design and art practices, and I teach as a practice. We will have group discussions about most of your work in class, but in many instances, especially between group critiques, you will have peer to peer reviews and discussions. My focus will for the most part be on your completed work and ways to improve the major project pieces.*

## ALL CONTENTS SUBJECT TO CHANGE

### Learning Objectives/Outcomes for the Course

#### Program Learning Outcomes

##### PLO 1: Essential Skills & Competencies

Graduates will be able to: Demonstrate fluency in the visual vocabulary, processes, and technical skills relevant to visual communication design.

##### PLO 2: Critical Thinking & Creative Process

Graduates will be able to: Apply, imagine and articulate research, human centered design solutions, innovative processes and varied visual solutions to any problem across multiple media.

##### PLO 3: Professional Practice

Graduates will be able to: Demonstrate the professional readiness to thrive in the creative industries. Areas of emphasis are visual communication in print, digital media, packaging design, motion graphics, interaction design, and multimedia branding with an awareness of human centered design, and emerging media.

#### Module Learning Outcomes

**Module 1:** Develop skills in Illustrator and apply tools to compositions in Project 1.

**Module 2:** Apply Illustrator skills to large format artifact (Project 2) and employ type and visual aesthetics according to design principles.

**Module 3:** Apply InDesign skills, type theories and design principles to a multipage document.

#### Student Learning Outcomes

**SLO 1.** Develop skills to construct/combine graphic form using various digital tools, software, and screen-based media

**SLO 2.** Develop an awareness of the array of digital tools available for creative work

**SLO 3.** Strengthen understanding of digital tools for image manipulation

**SLO 4.** Understand and use design terminology and design principles

**SLO 5.** Experiment with and iterate through image-making utilizing various methods and materials

**SLO 6.** Strengthen conceptual image-making skills

**SLO 7.** Grow ability to generate and choose intensely metaphoric imagery to enhance communication

## ALL CONTENTS SUBJECT TO CHANGE

Student Learning Outcomes	Program Student Learning Outcomes	Modules	Major Course Requirement/Major Assignment/Examination
SLO 1, 2, 3, and 4	PLO 1	Module 1	EX 1-12 Illustrator Exercises EX 1-4 InDesign Exercises
SLO 3 and 4	PLO 2	Module 1	Discussion Boards/Blogs
SLO 1, 2, 3, 4,5, 6,7, and 8	PLO 2	Module 1	<b>Project 1:</b> Post Card Series
SLO 1, 2, 3, 4,5, 6,7, and 8	PLO 2, PLO 3	Module 2	<b>Project 2:</b> Surreal Movie Poster
SLO 1, 2, 3, 4,5, 6,7, and 8	PLO 2, PLO 3	Module 3	<b>Project 3:</b> Magazine Feature Design

#### TEXTBOOK AND/OR RESOURCE MATERIAL (Text material provided via blackboard and in class instruction)

**Illustrator CC Visual QuickStart Guide** \$17.46 (Amazon) by Elaine Weinmann (Author), Peter Lourekas Peachpit (2014 RELEASE) ISBN-10: 0133987035 | ISBN-13: 978-0133987034

**InDesign CC Visual QuickStart Guide**, Peachpit \$17.46 (Amazon) by Sandee Cohen  
ISBN-10: 0133953564 | ISBN-13: 978-0133953565

### Optional Texts

**Subscriptions to:** Fast Co, Wired Magazine, CMYK, HOW, and Communication Arts

### Illustrator & InDesign Learning Resources

In addition to in-class and out-of-class tutorials, many on-line resources and tutorials will further amplify skill level, see below:

**Illustrator** <https://helpx.adobe.com/support/illustrator.html?promoid=YSYYG8WM&mv=other>

**InDesign** <https://helpx.adobe.com/support/indesign.html?promoid=ZXL8F59B&mv=other>

**ADOBE TV** <http://tv.adobe.com>

**Peachpit.com:** <http://www.peachpit.com> (if book purchased, sign in to access bonus material)

**adobe.com:** <https://helpx.adobe.com/indesign/tutorials.html>

**LinkedInLearning.com** (Formerly Lynda.com) <https://www.lynda.com>

**PluralSight** <https://www.pluralsight.com>

**Treehouse** <https://teamtreehouse.com>

**skillshare.com** <https://www.skillshare.com>

### ALL CONTENTS SUBJECT TO CHANGE

### GRADING POLICIES

UTRGV's grading policy is to use straight letter grades (A, B, C, D, or F). Each project and the components of it like thumbnails, project briefs that work up to the final are accumulated into a percentage for that project as demonstrated below. Final grades assigned for this course will be based on the percentages of assignments and are distributed as follows:

Component	Grade Weight
<b>Exercises 1-12 Illustrator   Ex 1-4 InDesign</b>	15%
<b>Project 1:</b> Postcard Project	20 %
Thumbnails 50 Half Size Comps 50 Final Comps 100	
<b>Project 2:</b> Poster Series	30 %
Thumbnails 50 Half Size Comps 50 Final Comps 100	
<b>Project 3:</b> Magazine Spread	35 %
Thumbnails 50 Half Size Comps 50 Final Comps 100	

Quizzes and Test not included above are at instructor's discretion.

A = 90% - 100%

D= 60% - 69%

B = 80% - 89%

F = Below 60%

C = 70% - 79%

### BLACKBOARD SUPPORT

If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology \(COLTT\)](#).

<b>Campus:</b>	<b>Brownsville</b>	<b>Edinburg</b>
<b>Location:</b>	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
<b>Phone:</b>	956-882-6792	956-665-5327

**Toll Free: 1-866-654-4555**

Office Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.

Support Tickets Submit a Support Case via our [Ask COLTT Portal](#)

### **24/7 Blackboard Support**

*Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.*

### **ATTENDANCE: YOU CAN ONLY MISS 3 CLASSES. ANY MORE AND YOU WILL NOT RECEIVE A PASSING GRADE.**

*Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences (please denote the specific number of unexcused absences which will trigger a “drop-by-instructor” in your class.) UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; have been provided such an accommodation by Student Accessibility Services (SAS); for observance of religious holy days; or for military service. Accommodations related to long term complications from COVID-19 should also go through SAS. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.*

**YOU CAN ONLY MISS 3 CLASSES. ANY MORE AND YOU WILL NOT RECEIVE A PASSING GRADE.**

**ALL CONTENTS SUBJECT TO CHANGE**

### **ABSENCE/SICK POLICY: YOU CAN ONLY MISS 3 CLASSES. ANY MORE AND YOU WILL NOT RECEIVE A PASSING GRADE.**

*When setting your attendance policy for the Fall semester, please consider COVID-19-related extenuating circumstances in accordance with the [UTRGV Commitment web page](#).*

### **COVID-19 RESOURCES**

Please visit the [Commitment Website](#) for the most up-to-date COVID-19 campus information and resources. The [Commitment FAQ page](#) offers additional guidance to specific questions. To submit a question for the FAQ, please email [WelcomeBack@utrgv.edu](mailto:WelcomeBack@utrgv.edu).

### **Makeup Work**

**Work may be made up if you miss for excusable reasons, you may makeup / complete work from the semester.**

**Excuseable Reasons for missing class: Personal illness (with Dr’s Note), Quarantine / Covid (SAS), Personal medical, dental, optometric or chiropractic appointment (with Dr’s Note), Funeral services for a member of the immediate family (limited to one day in the state and three days out of state), Student serving on jury duty (with documentation), Exclusion of illness or medical appointment of a child of whom the pupil is the custodial parent (with Dr’s Note), Personal court appearance (requires verification), Prior Principal approval for employment conference, Employment in the Entertainment Industry for a maximum of up to 3 absences per semester, Religious retreat (limited to four hours per semester), Prior approval for reasons which may not be included elsewhere, For the purpose of serving as a member of a precinct board for an election, and For Voting and/or volunteering at a Voter Poll Local/State/National Elections.**

### **ACADEMIC INTEGRITY:**

Members of the UTRGV community uphold the [Vaquero Honor Code](#)’s shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). **All violations of Academic Integrity will be reported to Student Rights and Responsibilities through [Vaqueros Report It](#).**

**UTRGV POLICY STATEMENTS** The UTRGV disability accommodation, mandatory course evaluation statement and sexual misconduct statement are required on all syllabi. Additional policy statements are optional, such as those covering attendance, academic integrity, and course drop policies.

**STUDENTS WITH DISABILITIES:** Required on all syllabi. Do not modify.

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the [mySAS portal](#) and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

### **Pregnancy, Pregnancy-related, and Parenting Accommodations**

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) should submit the request using the form found at [Pregnancy and Parenting | UTRGV](#).

**Student Accessibility Services staff can be contacted at either campus:**

#### **Brownsville Campus:**

Music and Learning Center building (BMSLC, 1.107), phone (956) 882-7374, email [ability@utrgv.edu](mailto:ability@utrgv.edu).

#### **Edinburg Campus:**

University Center (EUCTR, 108), phone (956) 665-7005, email [ability@utrgv.edu](mailto:ability@utrgv.edu).

**MANDATORY COURSE EVALUATION PERIOD:** Required on all syllabi. Do not modify.

Students are encouraged to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

Fall Module 1 (7 weeks)	October 12 – 18, 2022
Fall Regular Term 2022	November 18 – December 7, 2022
Fall Module 2 (7 weeks)	December 7 – 13, 2022

**SEXUAL MISCONDUCT and MANDATORY REPORTING:** Required on all syllabi. Do not modify.

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity ([OIED@utrgv.edu](mailto:OIED@utrgv.edu)) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at [www.utrgv.edu/equity](http://www.utrgv.edu/equity), including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or [OVAVP@utrgv.edu](mailto:OVAVP@utrgv.edu).

**COURSE DROPS:** See Important dates for course drops. You can be dropped from the course by instructor if you miss too many classes, or present signs of insubordination. According to UTRGV policy, students may drop any class without

penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

**STUDENT SERVICES: Please seek help if you need it. I’m not a counselor, but I can offer additional resources and tools such as meditation and creative outlets. Mental health is vital to your and our future.** Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email ([ucentral@utrgv.edu](mailto:ucentral@utrgv.edu)) or telephone: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
<b>Advising Center</b> <a href="mailto:AcademicAdvising@utrgv.edu">AcademicAdvising@utrgv.edu</a>	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
<b>Career Center</b> <a href="mailto:CareerCenter@utrgv.edu">CareerCenter@utrgv.edu</a>	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
<b>Counseling Center</b> <a href="mailto:Counseling@utrgv.edu">Counseling@utrgv.edu</a> <a href="#">Mental Health Counseling and Related Services List</a>	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
<b>Food Pantry</b> <a href="mailto:FoodPantry@utrgv.edu">FoodPantry@utrgv.edu</a>	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
<b>Learning Center</b> <a href="mailto:LearningCenter@utrgv.edu">LearningCenter@utrgv.edu</a>	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
<b>University Library</b> <a href="mailto:circulation@utrgv.edu">circulation@utrgv.edu</a> <a href="http://www.utrgv.edu/library">www.utrgv.edu/library</a>	BLIBR (956) 882-8221	ELIBR (956) 665-2005
<b>Writing Center</b> <a href="mailto:WC@utrgv.edu">WC@utrgv.edu</a>	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

Important Fall 2022 Dates:

Fall Regular Term

August 29	First day of classes.
September 4	Last day to add a class or register for Fall classes.
September 7	Last day to submit an honors-by-contract form.
November 10	Last day to drop a class or withdraw.
December 8	Study Day – NO classes
December 9-15	Final Exams
December 15	Fall classes end; Official last day of the term
December 19	Grades Due at 3 p.m.



**Fall 2022 Term (August 29 – December 15)**

Mar. 28 (Mon.)	Registration Begins at 9:00 a.m.
Aug. 24 (Wed.)	Payment Due Last day to join a waitlist
Aug. 26 (Fri.)	Last day to withdraw (drop all classes) and receive a 100% refund
Aug. 29 (Mon.)	Fall classes begin
Sep. 2 (Fri.)	Last day to withdraw (drop all classes) and receive an 80% refund
Sep. 4 (Sun.)	Last day to add or register for Fall classes
Sep. 5 (Mon.)	Labor Day Holiday. No classes
Sep. 12 (Mon.)	Last day to withdraw (drop all classes) and receive a 70% refund
Sep. 14 (Wed.)	Census Day ( <i>last day to drop without it appearing on the transcript</i> )
Sep. 19 (Mon.)	Last day to withdraw (drop all classes) and receive a 50% refund
Sep. 26 (Mon.)	Last day to withdraw (drop all classes) and receive a 25% refund
Nov. 10 (Thurs.)	Last day to drop ( <i>DR grade</i> ) a class or withdraw ( <i>grade of W</i> )
Nov. 24-25 (Thurs.-Fri.)	Thanksgiving Holiday. No classes
Dec. 8 (Thurs.)	Study Day. No classes
Dec. 9-15 (Fri.-Thurs.)	Final Exams
Dec. 15 (Thurs.)	Fall classes end; Official last day of the term
Dec. 16-17 (Fri.-Sat.)	Commencement Exercises
Dec. 19 (Mon.)	Grades Due at 3 p.m.

**DEAN OF STUDENTS:**

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

[Vaqueros Report It](#) allows students, staff and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies.

The Dean of Students can be reached by email ([dos@utrgv.edu](mailto:dos@utrgv.edu)), phone (956-665-2260), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).

**Course Schedule Subject to Change**

Week	Topic	Learning Activity	Assignments	Due Date
Week 1 M 29 Aug W 31 Aug	Module 1: Illustrator Exercises  Project1: Post Cards	Reading: Ch1: Create and Save Files Ch2: Workspaces  Discussion DB Week 1: 3 Illustrations	Assignment: Ex 1: Line Exercises Skill Level Exercise  Tech Survey	Wed 7 Sept 2022
Week 2 W 7 Sept	Module 1: Illustrator Ex P1: Post Cards	Reading: Ch6: Geometric Objects Ch8: Select CH12: Reshape	Assignment: Ex 2: Shape Ex 2b Landscape Illustration Student Release Form	Monday 12 Sept 2022
	SUBJECT TO CHANGE	SUBJECT TO CHANGE	SUBJECT TO CHANGE	Subject to change
Week 3	Module 1:	Readings:	Assignment:	Monday

Week	Topic	Learning Activity	Assignments	Due Date
M 12 Sept W 14 Sept	Illustrator Ex P1: Post Cards	Ch 10 Fill and Stroke Ch 21 Pen tool Ch 24 Gradients  Discussion: Illustration Blog	Project 1 Brief: PostCards Outline and 16 Sketches, submit to instructor  Ex 3: Gradient Exercise	19 Sept 2022
Week 4  M 19 Sept W 21 Sept	Module 1: Illustrator Ex P1: Post Cards	Readings: Ch 17 Image Trace Ch 23 Brushes  Discussion: Peer Review DB and in class, Review and Discuss your Project Outline Choose is Card 1 & 2	Post Project 1 Outline to DB as an Organized PDF  Cards 1 & 2  Complete Ex 4	Wed 21 Sept 2022  Monday 26 Sept 2022
Week 5  M 26 Sept W 28 Sept	Module 1: Illustrator Ex P1: Post Cards	Readings: Ch19 Create Type Ch20 Style and Edit Type  Discuss in class: Postcard 1  Discussion: Postcards 1 & 2	Complete the 3 Ex: Five Type Exercises  Finish Card 1 & 2 and post in the general discussion board to give and get peer reviews of the cards	Sunday 2 Oct 2022
Week 6  M 3 Oct W 5 Oct	Module 1: Illustrator Ex P1: Post Cards	Readings: Ch 14 Appearances Ch 15 Effects Ch 16 Graphic Styles  Discussion: DB Postcards 1-2 In Class Critique: Postcards 1-2	Ex 6: Complete the various Exercises and zip into a folder for submission  Post card 3 and 4 in the DB to give and get peer reviews of the cards.	Sunday 9 Oct 2022
Week 7  M 10 Oct W 12 Oct	Module 1: Illustrator Ex P1: Post Cards	Readings: Ch 11 Transform  DB Discussion: Postcards 3+4 In Class Critique: Postcards 3+4	Submit Ex 7 Perspective  Post card 5 and 6 in the DB to give and get peer reviews of the cards.	Sunday 16 Oct 2022
Week 8  M 17 Oct W 19 Oct	Module 1: Illustrator Ex P1: Post Cards	Readings: 197 about mesh tool and follow the resource folder and video for tutorials on using the mesh tool.  DB Discussion: Postcards 5+6 In Class Critique: Postcards 5+6	Submit Ex 8, 9 and 10  Post card 7 and 8 and the back card which should have your pattern in the DB to give and get peer reviews of the cards.	Sunday 23 Oct 2022
	<b>SUBJECT TO CHANGE</b>	<b>ALL CONTENT SUBJECT TO CHANGE</b>	<b>SUBJECT TO CHANGE</b>	
Week 9	Module 1:	Readings:	Submit EX 11 and 12	Sunday



Week	Topic	Learning Activity	Assignments	Due Date
M 24 Oct W 26 Oct	Illustrator Ex P1: Post Cards	Ch 26 Clipping Masks Ch 31 Print and Export  DB Discussion: Postcards 7+8 In Class Critique: Postcards 7+8 + back of card Pattern	Digital Process Book Project 1 Postcards 1-8 + Back Card Pattern	30 Oct 2022
Week 10  M 31 Oct W 2 Nov	Module 2: Project 2: Surreal Movie Poster Series	Readings: Read resource articles about poster Design for Movies. Study Saul Bass Posters from the Past Find examples of current movie posters you think are exceptional, Be Prepared to share these in class.  Briefly Discuss / mini critique: Digital Process Book Project 1	Project 2 Brief: Surreal Movie Poster Series Outline and Sketch 6 layouts with style examples and annotation.	Sunday 6 Nov 2022
Week 11  M 7 Nov W 9 Nov	Module 2: P2 Poster Series	In Class: One on one discussions w/ Project 2 Brief  Discussion DB: Peer Review of Project 2 Brief	Project 2: 3 half size layouts with Moodboard	Sunday 13 Nov 2022
Week 12  M 14 Nov W 16 Nov	Module 2: P2 Poster Series	Readings: Tutorials and articles in Resource Folder  Study Font Pairing  Discussion DB: Peer Review Project 2 Half-size Layouts	Project 2: 2 Final Full Size Movie Posters and Compiled Digital Process Book with all Work  InDesign Exercise 1	Sunday 20 Nov 2022
Week 13  M 21 Nov W 23 Nov	Module 3: Project 3 Magazine Feature	Readings: Tutorials and articles in Resource Folder Study Font Pairing  In Class Critique: P2 Poster	InDesign Exercise 2 and 3  Project 3 Brief: 3 Magazine Layout "Sketches"	Sunday 27 Nov 2022
Week 14  M 28 Nov W 30 Nov	Module 3: P3 Magazine Spread	Discuss Magazine Layouts in Class	InDesign Exercise 4  Project 3: 2 Half Size Layouts & MoodBoard	Sunday 4 Dec 2022
	Subject to Change	<b>ALL CONTENTS SUBJECT TO CHANGE</b>	<b>ALL CONTENTS SUBJECT TO CHANGE</b>	
Week 15	Module 3:	Discuss Magazine Layouts in	FINAL FULL SIZE LAYOUTS	Final

Week	Topic	Learning Activity	Assignments	Due Date
M 5 Dec W 7 Dec	P3 Magazine Spread	Class		Critique Day
Finals Week	Final Critique during finals	Final Critique During Finals on Mon 12 <sup>th</sup> or Wed 14 <sup>th</sup> Dec	Final Critique During Finals on Mon 12 <sup>th</sup> or Wed 14 <sup>th</sup> Dec	Complete

**\*\*ALL CONTENTS SUBJECT TO CHANGE\*\***

## Required Equipment for this class (Bring to class Week 2):

- 64GB Flash to backup files
- New Sketchbook (Recommended at least: 6"x 8.5" up to 9"x 12" - a size easy to carry or place in a bag)
- Drawing Instruments: Pencils (with softer/darker media) or Pens

## DIGITAL PROCESS BOOK

Each project must be submitted with a digital process book in PDF format.

Create and maintain an individual digital process book using Adobe InDesign. Each week, (at least) five new items should be included in your InDesign File showing your progress from thumbnails, research, half size comps to color explorations and completed digital project.

It is recommended to write a small caption per image or a short paragraph every other page summarizing your creative process and critical thinking.

All participants must treat this digital process book as another design element in which the principles of a good layout is considered. (hierarchy, typography, grid, etc.) and design a pleasing format to display your work (examples will be provided).

## YOUR DIGITAL PROCESS BOOK SHOULD INCLUDE

Each process book should be organized and have the following categories.

**REFLECTION:** Write a half page rationale regarding each project. (How you solved the problem presented in the project brief.)

**DISCOVER:** Inspiration & Exploration (digital or sketched) This is the research phase.

**DEFINE:** Experimentation, Iteration & Feedback (Iterations done during design process thumbnails-comprehensives (comps) ).

**DEVELOP:** Refined expression of Form, Skill, Craft and Voice (This is where you design should change during critiques from feedback given as you refine and improve your work).

**DELIVER:** Professional verbal, written, and visual presentation; critical reflection of each image. (Do spell checks and consistency checks for design layout)

## HOW TO KEEP A GOOD RECORD OF YOUR PROCESS

Take screen shots every 10-15 minutes of your work to show the evolution of your project at key stages and changes.

Take cell phone photos during Crit pin-ups or from magazines that inspire your work (Just make sure these are not pixelated or low res.)

Take notes during all group or one-on-one Crits.

Scan all sketches and ideas. It's recommended to write notes for each idea.

Any image that you find or work from other designers that may influence your exploration, craft, design voice, etc...

## BENEFITS OF DIGITAL PROCESS BOOKS

An excellent resource when creating a physical process book for sophomore review.

Helps you develop and sustain your own creative process through careful observation, documentation, presentation and assessment of each project.

Helps you organize all Crit. notes from each class.

Display your individual projects in a clear, appropriate manner.

It serves as a record of your learning achievements from which to expand and develop in future courses.

Helps you gain experience using standard design vocabulary terms to express your ideas.

Employers love to see your methods and critical thinking.

## Technical Requirements

### Computer Hardware

**(All Computer Equipment is available in the BMSLC Lab, you do not need to purchase equipment for this class.)**

**Graphic Design students are encouraged to have a computer to complete their work**, you should have easy access to a computer less than 3-years old with: 3.2GHz 6 to 8 multicore Processor, 16-32GB Ram (System), and 4-6GB GPU (VRAM) PC Desktop or Laptop. For new Mac computers anything Apple Silicon M1 chips, or higher. **This is only a suggestion, not a requirement.**

#### **Recommended Equipment for Graphic Design Students:**

- 64GB Flash to transfer files
- Wacom tablet is helpful for learning to draw on a tablet).
- Headset with Headphones & Microphone
- Web-camera

#### **Software**

- Adobe Creative Cloud: Illustrator, Photoshop, InDesign, etc.
- Mozilla's Firefox (latest version; Macintosh or Windows)
- Google Chrome (latest version; Macintosh or Windows)
- Adobe's Reader plug-in (latest version).
- Virus protection UTRGV Software link
- Microsoft Office UTRGV accessible through your UTRGV Account / OneDrive, Word, Powerpoint, Excel, Etc.

#### **Student Technical Skills**

You are expected to be proficient with installing and using basic computer applications and have the ability to send and receive email attachments. There will be a tech survey to complete the first week.

#### **Technical Assistance**

If you need technical assistance at any time during the course or to report a problem with Blackboard you can:

- Visit the Blackboard Student Help Site
- Submit a [Blackboard Help Ticket](#)
- *Help Contact Information ( UTRGV's Blackboard Support):*

<i>Campus</i>	<i>Brownsville</i>	<i>Edinburg</i>
Location:	Casa Bella Room 613	Education Building Room 2.202
Phone:	956-882-6792	956-665-5327
Office Hours are Monday – Friday from 7:30AM – 6:00PM		
<u>Phone Support is 24hours a day/ 7 days a week.</u>		

#### **Late Work Policy**

Be sure to pay close attention to deadlines—there will be no make-up assignments or quizzes, or late work accepted without a serious and compelling reason and instructor approval. A grace period of one week is allowed with a medical excuse but with a 10% late penalty is imposed. Beyond one week **THERE IS NO LATE WORK ACCEPTED WITHOUT A MEDICAL EXCUSE OR WRITTEN CONFIRMATION OF A FAMILY EMERGENCY**, students will receive a 0 in the gradebook for unsubmitted assignments. It is imperative that students keep in touch with instructors as situations arise to work out any details.

**As the instructor, I reserve the right to make additions, deletions, and modifications to this syllabus and course requirements with reasonable notification to the students (48 hours minimum – although most changes will occur during the first week). It is the responsibility of the student to communicate with the Instructor and submit assignments as specified in the course syllabus. Students who do not comply with these course requirements may be administratively dropped from the course by the Instructor.**