

GRAPHIC DESIGN 01

3313

F 22 / SECTION 01

STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50AM

[https://apohl.ch/msu/fall\\_22/3313](https://apohl.ch/msu/fall_22/3313)

F2F

INSTRUCTOR

AUBREY POHL (HE/HIM)  
APOHL@CAAD.MSSTATE.EDU  
(48 HOUR RESPONSE)  
APOHL.CH  
STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL  
\*AND/OR\*  
SCHEDULE A TIME ON  
TUESDAY TO MEET IN MY  
OFFICE OR 929 COFFEE.

## COURSE DESCRIPTION

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This course will focus on the development of students' skills as graphic designers and visual communicators through a series of conceptual, practical, and research based projects. We will explore the capabilities of the designer's (infinite) toolbox via modes of new as well as traditional media and practices.

Students will be engaged in different applications of the design discourse: branding & identity, logo design, poster design, packaging design, data visualization, print & digital design, and experimental approaches to the design practice.

## COURSE STRUCTURE

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Throughout this course we will undergo a series of mini-projects and full-projects.

The course website functions are your home base for info.

**CONCEPT GUIDES DESIGN!** Research, ideation, sketchbooking, and writing are crucial parts of the creative process and should be taken seriously no matter how small the project.

## SUBMIT WORK BEFORE CLASS FOR IN CLASS REVIEW (CANVAS)

Each day begins with 5-10 minutes of design inspiration. I encourage each student to contribute to this portion of class, although it is not mandatory. What projects inspire you? Who are the designers and visual artists behind them? What are the takeaways? The more perspectives you gather, the more diverse your point of view both as a creative and a human will be. The remainder of each day will be used for class discussions, one on one critiques, class critiques, demonstrations, or working days. Working days are scheduled times where students are allowed time to work and request my review as needed.

Most importantly, I will never tell you what to do. My position is to provoke and improve your ideas, not create them.

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## REQUIREMENTS

- \* PERSONAL LAPTOP / COMPUTER (MAC OS CATALINA)
- \* ADOBE CREATIVE SUITE INSTALLED AND READY
- \* CAMERA (SMART PHONE WILL WORK)
- \* 1 TB HARD DRIVE (AT LEAST)
- \* SKETCHBOOK
- \* SKETCHING MATERIALS (MICRON OR SIMILAR HIGHLY SUGGESTED)
- \* GOOGLE DRIVE ACCOUNT WITH MSSTATE EMAIL
- \* MOUSE HIGHLY SUGGESTED
- \* BE PREPARED TO PAY FOR PRINTER PAPER, INK, ETC
- \* READING MATERIAL TBD
- \* FURTHER MATERIALS AND RESOURCES TBD
- \* AN OPEN MIND

## COURSE OBJECTIVES

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This course aims to not only to further the technical skills and abilities of the students as designers, but to further the understanding of design as a practice, and to provoke and inspire the students to explore individual growth in their approach.

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Projects under this course are designed to challenge the students to explore their own ideas, concepts, and processes, while working under a set of constraints and a conceptual brief. The designer very really designs for themselves.

The overall objectives of this course are:

- \* responding to a design brief
- \* concept development and application
- \* designing for yourself and an audience other than yourself
- \* using research as a tool for design
- \* formulating workflows for the highest possible quality

You (students) have taken a critical step into the world of design and visual communication, and towards a professional career as a graphic designer. Do not take this title lightly. Be excited. Be purposeful. Be a positive force for design.

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## IMPORTANT DATES

### AUGUST

23 LAST DAY TO DROP A CLASS WITHOUT A GRADE  
24 LAST DAY TO REGISTER OR ADD A COURSE

### SEPTEMBER

05 LABOR DAY (NO CLASS)  
28 FIRST PROGRESS GRADES

### OCTOBER

06 LAST DAY TO DROP A CLASS WITH A 'W'  
13-14 FALL BREAK (NO CLASS)  
21 SECOND PROGRESS GRADES

### NOVEMBER

23-25 THANKSGIVING HOLIDAY (NO CLASS)  
30 CLASS ENDS

### DECEMBER

01 READING DAY  
02-08 FINAL EXAMS / CRITIQUES  
12 FINAL GRADES

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COURSE OVERVIEW (SUBJECT TO CHANGE)

MINI PROJECT 01

PROJECT 01

MINI PROJECT 02

PROJECT 02

MINI PROJECT 03

PROJECT 03

ADDITIONAL MINI PROJECTS / ASSIGNMENTS / GUEST SPEAKERS

DETAILED PROJECT OUTLINES AND DEADLINES WILL BE GIVEN WITH  
EACH PROJECT/ASSIGNMENT

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## EVALUATION

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Student work and projects will be evaluated as follows:

Each project starts at the ground floor, level 0, which means each student must effectively complete the project in order to attain the highest possible grade. This grade is determined by work ethic, execution, process work, engagement, conceptual development and application, and meeting of set deadlines.

Every deadline is a crucial part of the project, and must be met with the highest possible degree of completion. As a designer myself I understand the development of individual workflows and processes, however, as projects develop I will work with students to advise and inform these processes under the guidelines of the course / projects.

Projects are evaluated not only by the quality of the work, but also by the level of care, detail, research, and development put into the objective.

\*YOUR FIRST IDEA IS VIRTUALLY NEVER YOUR BEST IDEA. Working through your ideas and concepts alongside instructor direction and peer review is crucial to formulating your best work.

Evaluation breakdown (grade scale changes per project):

1. CONCEPT / RESEARCH / DEVELOPMENT
2. EXECUTION / CRAFTSMANSHIP / SKILL
3. CREATIVITY / ORIGINALITY
4. ENGAGEMENT / PROCESS WORK

## GRADING

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A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 - 00