

GD1

ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEC 02:

11:00AM - 1:50PM

shauha.us/MSU/msu/

fall_23/3313_F_23

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET

IN MY OFFICE OR AT 929

COFFEE BAR.

*PREREQUISITES

Intermediate Computing

ART 3313 / GRAPHIC DESIGN I

COURSE DESCRIPTION

In this course, we will build upon your foundational understandings of design and examine a variety of applications and practices under the (vast and ever-expanding) umbrella of visual communication. (Graphic) Design is a fluid practice, and how we approach an issue of design can be just as important as the final output itself. We will explore methods of concept development and execution, and take a specific focus on research (process) as a tool for design. The designer's toolbox is infinite and undefined, and is important that we experiment with tools of design (whatever they may be), traditional, emerging, and alternative alike. Projects in this course range from hyper experimental explorations of graphic processes to real-world, client-centered design, and employ a range of visual communicative focuses.

COURSE STRUCTURE

In all disciplines, but especially in the creative arts fields, most of the learning happens by doing the thing. Do not underestimate your ability to self-learn and adapt to new tools and challenges, as this is more important than any kind of instruction I can give you. Work by yourself, research, practice, question, work with each other, talk to each other about the work, etc. More than anything, we need to be problem solvers (personally, I like to take as scientific approach as I can to the art and design process). That being said, the course is structured from a collection of the following:

PROJECTS - long term, intensive projects that are to be approached with extreme detail, care, and effort, and produce portfolio defining work.

MINI-PROJECTS - short term, sometimes within a day, projects or workshops that expose us to new tools, methods, modes of thinking, concepts etc. These are low-stakes get your hands

GD1
ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEC 02:

11:00AM - 1:50PM

shauha.us/MSU/msu/

fall_23/3313_F_23

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.

*PREREQUISITES

Intermediate Computing

dirty and experimental projects used to widen our perspectives and give us productive rest in between larger projects.

WORKING DAYS - Some days (most days) the task at hand is simply to work (do the thing, whatever that needs to be). During working days, I will visit students one at a time or in small groups to discuss progress, give feedback, or assist with an issue in the process. **PROCESS!** The process of design (sketching, writing, thinking, testing, researching, etc) is more important than the final product, in my opinion (most of the time (for now)). Your process will grow and change as you do, and putting proper work and time into the development and exploration of your working processes will make you a stronger designer (problem solver).

CRITIQUE DAYS - SUPER DUPER ABSOLUTELY IMPORTANT! We learn by doing the work, but we grow as artists and conceptual thinkers by discussing the work with one another. Critique days are used to finish projects, where we present and discuss our final outputs and what we discovered along the way to one another. If you are presenting, tell us what you did and why you did it. Don't dwell on what you didn't do, and don't shoot your work down before we have the chance to take it in and respond. Be thoughtful, intentional, clear, precise, and brief (don't ramble too long. Explain the important concepts first and defend your choices with detail once a discussion has prompted so). If are not presenting, you should be looking, listening, digesting, and taking notes (for yourself and/or for others).

BREAKS - Breaks are just as important as the work itself. They give you time to digest or ponder solutions to a problem, and often to get some much needed mental rest. On working days, breaks can be taken (respectfully) as needed. Get a coffee. Take a walk. Stare at a bird and watch it rustle leaves around while it searches for seeds or insects. Etc. We will take regular class-wide breaks, but I have a tendency to ramble, so be prepared for breaks to take place at different times on different days.

GD1
ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY
SEC 01:
8:00AM - 10:50AM
SEC 02:
11:00AM - 1:50PM

shauha.us/MSU/msu/
fall_23/3313_F_23

F2F

INSTRUCTOR:

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

OFFICE HOURS

BY APPOINTMENT / EMAIL
AND/OR
SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.

*PREREQUISITES

Intermediate Computing

alksdjfa;osdifjalskdasldkfj (nonsense) - Art and design are fluid practices. Like everything else in the world (including yourselves) it is always changing. While we do build from a strong foundation of understanding and history that came before us, we are also making discoveries everyday (even if they have been made before). When it needs to, the classroom can also become fluid. Be ready (as ready as you can be) for change in the project, process, structure, philosophy, etc.

REQUIREMENTS

Sketch book and sketching materials. Different tools work for different people, and digital sketching is okay, but you should also have a sketchbook for the course if you are able. Writing and sketching by hand helps us think through our ideas in ways a computer can not mimic, and guess what, a sketch book never runs out of battery!

*keep in mind that a sketch doesn't have to be an image on paper. Think outside the box (book).

Computer (duh). A Mac machine is HIGHLY recommended, with as much ram and storage you can afford. PC is okay, but you may be surprised to know that Mac is far more accessible when it comes to handling most creative softwares and printing.

External Hard Drive. I am not going to force you to purchase a hard drive if you cannot afford one, but they are a life saver and then some, and can help your computer run faster when using high capacity programs such as Adobe software. There are many options out there, but make sure it is a SSD drive. (solid state drive).

Adobe Creative Suite. MSU is an Adobe Creative Campus, which means you are able to access all of the programs for \$50 a year (yayyyy!). If you already are paying for a subscription, you should be able to contact Adobe and get the cheaper rate:

<https://www.adobe.msstate.edu/student>

GD1

ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEC 02:

11:00AM - 1:50PM

shauha.us/MSU/msu/

fall_23/3313_F_23

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET

IN MY OFFICE OR AT 929

COFFEE BAR.

*PREREQUISITES

Intermediate Computing

OPEN MIND - Cheesy, sure, but still important. Artists and designers face an array of unique challenges with each project, and it is important not to assume an answer without exploring and putting your ideas to the test. There is no such thing as a perfect output, but rather endless possible solutions to an issue of visual communication. The intentional misuse of tools can be just as impactful as their intended use. New technology does not always equal better technology. Your perspective is important, but so is your ability to consider new or outside perspectives. Don't spend too much time trying to establish a style, but explore as many solutions as you can. Your "style" will show organically, and often changes (as you do (seeing a theme yet?)). So on and so forth.

COURSE OBJECTIVES

I've rambled enough, I'll keep this part simple. Our objective(s) for this course is not only to produce exceptional work, but much more importantly, to produce exceptional designers, artists, problem solvers, humans, etc, etc, etc, etc. Good work is a side affect of good people.

PHONE POLICY

No phones, headphones, or other distracting devices are allowed to be used in class. However, when we are not actively discussing something as a class, we will share and listen to music as a class.

GD1

ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEC 02:

11:00AM - 1:50PM

shauha.us/MSU/msu/
fall_23/3313_F_23

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.

*PREREQUISITES

Intermediate Computing

ATTENDANCE POLICY

Attendance is not only mandatory, but absolutely vital to the development of your work and processes as an emerging designer. In my classes, or life in general for that matter, it is important to understand that mental and physical health comes before all else. I can be very flexible when it comes to lateness or absences, and ask that you communicate with me via email as you are comfortable if you are facing a crisis that you believe is going to affect your attendance. Do not abuse this flexibility, as it comes from a place of respect for each of you as human beings, I ask that you return this respect to me and my class (and each other). Design is an act of community, and your interactions with your peers and figures of design authority alike is one of the most important factors in learning design. My attendance policy is as follows:

Everyone is granted two free absences. That means you can miss two classes without notice and without penalty.

*this does not apply to project critique days.

Every (recorded) absence after your two free days result in a letter grade drop per absence.

(for example: 3 absences = automatic B, 4 = C, etc).

*** by staying in this course you agree to the rules and guidelines in this syllabus. Please refer to the following link to observe the important and mandatory MSU academic policies that fall under this agreement:

<https://www.provost.msstate.edu/faculty-student-resources/university-syllabus> ***

GD1

ART 3313

FALL 2023

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEC 02:

11:00AM - 1:50PM

shauha.us/MSU/msu/

fall_23/3313_F_23

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET

IN MY OFFICE OR AT 929

COFFEE BAR.

*PREREQUISITES

Intermediate Computing

EVALUATION / GRADING

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 (subject to change):

~ 30% Exercises / Mini Projects

~ 50% Projects (From concept development to execution)

~ 20% Engagement in group critiques, class discussions, research, processes work, and daily attendance / engagement.

I will never tell you what to do. My job (as I see it) is to provoke, assist, inspire, and improve your ideas, not create them for you (self discovery!!).

GD1
ART 3313

IMPORTANT DATES (MSU)

FALL 2023

AUGUST

STAFFORD 200

22 LAST DAY TO DROP A CLASS WITHOUT A GRADE

23 LAST DAY TO REGISTER OR ADD A COURSE

MONDAY / WEDNESDAY

SEC 01:

8:00AM - 10:50AM

SEPTEMBER

SEC 02:

11:00AM - 1:50PM

04 HOLIDAY (NO CLASS)

27 FIRST PROGRESS GRADES DUE

shauha.us/MSU/msu/

fall_23/3313_F_23

OCTOBER

05 LAST DAY TO DROP A CLASS WITH A 'W'

11 AP AT AIGA CONFERENCE (NO CLASS)

12-13 HOLIDAY (NO CLASS)

20 SECOND PROGRESS GRADES DUE

23 FACULTY ADVISING STARTS

F2F

INSTRUCTOR:

AUBREY POHL (HE/HIM)

APOHL@CAAD.MSSTATE.EDU

(48 HOUR RESPONSE)

APOHL.XYZ

STAFFORD 211

NOVEMBER

13 LAST DAY TO WITHDRAW FROM SEMESTER

17 FACULTY ADVISING ENDS

22-24 HOLIDAY (NO CLASS)

27 CLASSES RESUME

29 CLASSES END

30 READING DAY

OFFICE HOURS

BY APPOINTMENT / EMAIL

AND/OR

SCHEDULE A TIME TO MEET

IN MY OFFICE OR AT 929

COFFEE BAR.

DECEMBER

01-07 FINAL EXAM(S) / FINAL CRITIQUE

02 MAKE-UP DAY (IF NEEDED)

* OUR FINAL CRITIQUE DAY IS TBD

*PREREQUISITES

Intermediate Computing

GD1
ART 3313

COURSE OVERVIEW (subject to change)

FALL 2023

WEEK 01 SYLLABUS INTRODUCTION

STAFFORD 200

WEEK 02 MINI-PROJECT 01

MONDAY / WEDNESDAY

WEEK 03 PROJECT 01 START

SEC 01:

8:00AM - 10:50AM

WEEK 04 09.04 - HOLIDAY (NO CLASS)

SEC 02:

WORKING DAYS

11:00AM - 1:50PM

WEEK 05 WORKING DAYS

shauha.us/MSU/msu/

fall_23/3313_F_23

WEEK 06 PROJECT 01 END

F2F

WEEK 07 MINI-PROJECT 02

INSTRUCTOR:

WEEK 08 PROJECT 02 START

AUBREY POHL (HE/HIM)

WEEK 09 WORKING DAYS

APOHL@CAAD.MSSTATE.EDU

10.11 - AP @ AIGA (NO CLASS)

(48 HOUR RESPONSE)

APOHL.XYZ

WEEK 10 WORKING DAYS

STAFFORD 211

WEEK 11 PROJECT 02 END

OFFICE HOURS

WEEK 12 MINI PROJECT 03

BY APPOINTMENT / EMAIL

AND/OR

WEEK 13 PROJECT 03 START

SCHEDULE A TIME TO MEET

IN MY OFFICE OR AT 929

WEEK 14 WORKING DAYS

COFFEE BAR.

WEEK 15 WORKING DAYS

11.22 - HOLIDAY (NO CLASS)

*PREREQUISITES

WEEK 16 PROJECT 03 END

Intermediate Computing

WEEK 17 FINAL EXAM(S) / FINAL CRITIQUE (TBD)