

GRAPHIC DESIGN 2

3323 01

-----  
S\_22 / SECTION 01  
-----

WHERE: STAFFORD 200  
-----

MONDAY - WEDNESDAY

8:00 - 10:50  
-----

apohl.ch/msu/

spring\_22/3323\_01\_S\_22  
-----

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.  
-----

\*PREREQUISITES  
-----

3313 GD1

GRAPHIC DESIGN 2 01 / MW / 8:00 - 10:50AM

COURSE DESCRIPTION  
-----

In this course, we will examine and practice advanced methods and processes of graphic design and visual communication, building upon the students' previous foundations in the design practice. We will engage in complex applications of design, take extreme care to detail, research, and concept development.

COURSE STRUCTURE  
-----

Throughout this course we will undergo a series of mini-projects and 3 full-projects, as well as working and critique days.

The course website functions are your home base for info.

CONCEPT GUIDES DESIGN! Research, ideation, sketch-booking, 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.

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/

spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

REQUIREMENTS

\* PERSONAL LAPTOP / COMPUTER (MAC OS HIGHLY RECOMMENDED)

\* ADOBE CREATIVE SUITE INSTALLED AND READY

\* CAMERA (SMART PHONE WILL WORK)

\* 1 TB HARDRIVE (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

The objective of this course is to further the skill-set, craftsmanship, toolbox, and concept development of each student, in order to equip them with a strong foundation in design practices with which they can apply to their personal and professional creative endeavors. Building from GD2, we will take a more detailed and complex approach to projects, from concept development to final execution.

Furthermore, this course aims to engage students in more real world and studio culture environments, and expose them to more diverse voices in design and professional development.

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.

\*\*\* by staying in this course you agree to the rules and guidelines in this syllabus \*\*\*

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/

spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

IMPORTANT DATES

JANUARY

- 19 COURSE BEGINS
- 24 PROJECT 1 START
- 24 LAST DAY TO DROP A CLASS WITHOUT A GRADE
- 25 LAST DAY TO REGISTER OR ADD A COURSE

FEBRUARY

- 14 PROJECT 1 DUE
- 21 PROJECT 2 START
- 28 FIRST PROGRESS GRADES

MARCH

- 09 PROJECT 2 DUE
- 08 LAST DAY TO DROP A CLASS WITH A 'W'
- 14-18 SPRING BREAK (NO CLASS)
- 21 PROJECT 3 START

APRIL

- 01 SECOND PROGRESS GRADES
- 15 HOLIDAY (NO CLASS)
- 18 HOLIDAY (NO CLASS)

MAY

- 01 CLASS ENDS
- 04 READING DAY
- XX PROJECT 3 DUE (TBD EXAM DATE)
- 5-11 FINAL EXAMS / CRITIQUES

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/

spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

COURSE OVERVIEW

WEEK 01 MINI PROJECT 1 START

WEEK 02 PROJECT 1 START  
MINI PROJECT 2 DUE

WEEK 03 M: WORKING DAY / PROGRESS CHECK GROUP 1  
W: WORKING DAY / PROGRESS CHECK GROUP 2

WEEK 04 M: WORKING DAY / PROGRESS CHECK GROUP 1  
W: WORKING DAY / PROGRESS CHECK GROUP 2

WEEK 05 PROJECT 1 DUE / CLASS CRITIQUE  
MINI PROJECT 2 START / DUE

WEEK 06 GUEST TALK / MINI PROJECT 3 START  
MINI PROJECT 3 DUE  
PROJECT 2 START

WEEK 07 M: WORKING DAY / PROGRESS CHECK GROUP 1  
W: WORKING DAY / PROGRESS CHECK GROUP 2

WEEK 08 M: WORKING DAY (ALL GROUPS)  
W: PROJECT 2 DUE / CLASS CRITIQUE

WEEK 09 SPRING BREAK (NO CLASS)

WEEK 10 PROJECT 3 START  
MINI PROJECT 4 START / DUE

WEEK 11 M: WORKING DAY / PROGRESS CHECK GROUP 1  
W: WORKING DAY / PROGRESS CHECK GROUP 2

WEEK 12 M: WORKING DAY / PROGRESS CHECK GROUP 1  
W: WORKING DAY / PROGRESS CHECK GROUP 2

GRAPHIC DESIGN 2  
3323 01

-----  
S\_22 / SECTION 01  
-----

WHERE: STAFFORD 200  
-----

MONDAY - WEDNESDAY  
8:00 - 10:50  
-----

apohl.ch/msu/  
spring\_22/3323\_01\_S\_22  
-----

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.  
-----

\*PREREQUISITES  
-----

3313 GD1

WEEK 13 GUEST LECTURE / MINI PROJECT 5 START  
MINI PROJECT 5 DUE  
-----

WEEK 14 APRIL 18: NO CLASS  
W: WORKING DAY (ALL GROUPS)  
-----

WEEK 15 WORKING DAYS (ALL GROUPS)  
-----

WEEK 16 WORKING / READING DAYS  
-----

WEEK 17 PROJECT 3 DUE / FINAL CRITIQUE (EXAMS)  
END OF COURSE

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/  
spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

ATTENDANCE & PARTICIPATION

\* Attendance is mandatory and evaluated not only by presence but also engagement. Design is a fluid practice, there is no textbook you can read at home to replace the experience of in-person (or virtual in-person) exchange. Roll will be recorded at the beginning of each session.

- \* +10 minutes late = tardy
- \* three tardies = unexcused absence
- \* +20 minutes late = unexcused absence

\* Each student is allowed two unexcused absences without penalty. Every absence following results in a 10 point deduction from the final course grade.

\* This section is a face-to-face instructional class. Please refer to Academic Operating Policy 12.09, regarding attendance expectations and accommodations. Please note that this statement or similar is required for any course where attendance or participation is considered part of the course's final grade. Any alternate statement must reference Academic Operating Policy (AOP) 12.09

\* If possible, students should notify the instructor no less than 10 days before an absence. This does not include certain emergency situations that can be discussed in discretion should they arise. It is the responsibility of the student to make-up missed work or project deadlines. Communication with your instructor is key. Students may be required to submit documentation and verify excused absences with the Dean of Students' Office.

I understand the strange and uncertain times we are living in post / during the Covid-19 pandemic, and I ask that you communicate with me directly to discuss any grievances you may have regarding attendance and these policies. They are here for your benefit, as the design education process can only exist with a collective effort from students and teachers alike.

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/  
spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

EVALUATION

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:

- 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.

GRADING

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69
- F = 59 - 00

GRAPHIC DESIGN 2

3323 01

-----

S\_22 / SECTION 01

-----

WHERE: STAFFORD 200

-----

MONDAY - WEDNESDAY

8:00 - 10:50

-----

apohl.ch/msu/

spring\_22/3323\_01\_S\_22

-----

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.

-----

\*PREREQUISITES

-----

3313 GD1

STUDENT HONOR CODE

-----

Mississippi State has an approved Honor Code that applies to all students. The code is as follows: "As a Mississippi State University student, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do." Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: <http://honorcode.msstate.edu/policy>

TITLE IX

-----

MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EE0 Programs at 325-8124 or by e-mail to [titleix@msstate.edu](mailto:titleix@msstate.edu). Additional resources are available at <http://students.msstate.edu/sexualmisconduct/>

DOCUMENTATION OF CLASS / WORK

-----

I will be documenting certain aspects of student work, process work, and projects for CAAD promotion or other research purposes. I will always inform and request consent before doing so. Contact me directly for further inquiry.



GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/  
spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

SUPPORT SERVICES

Students who need academic accommodations based on a disability should visit the Office of Student Support Services, 01 Montgomery Hall, call 662-325-3335, or visit the website at [www.sss.msstate.edu](http://www.sss.msstate.edu)

UNIVERSITY SAFETY STATEMENT

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your MyState portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case emergency, call 911. For more information regarding safety and to view available training including helpful videos, visit [ready.msstate.edu](http://ready.msstate.edu)

DISABILITY RESOURCE CENTER

Mississippi State University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (01 Montgomery Hall) collaborates with students who have disabilities to arrange reasonable accommodations. If you have, or think you may have, a disability, please contact [drc@saffairs.msstate.edu](mailto:drc@saffairs.msstate.edu) or 662-325-3335 to arrange a confidential discussion regarding equitable access and reasonable accommodations. Disabilities may include, but are not limited to, conditions related to mental health, chronic health, attention, learning, autism, brain injury, vision, hearing, mobility, speech, or intellectual disabilities. In the case of short-term disabilities (e.g., broken arm), students and instructors can often work to minimize barriers. If additional assistance is needed, please contact the Disability Resource Center.

GRAPHIC DESIGN 2

3323 01

S\_22 / SECTION 01

WHERE: STAFFORD 200

MONDAY - WEDNESDAY

8:00 - 10:50

apohl.ch/msu/  
spring\_22/3323\_01\_S\_22

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.

\*PREREQUISITES

3313 GD1

CONTINUITY OF INSTRUCTION

-----  
In the event that face-to-face classes are suspended due to extenuating circumstances, such as weather, the instructor will continue instruction in a manner that best supports the course content and student engagement. In this event, all instructors will notify students of the change via their university email address (the official vehicle for communication with students). At that time, they will provide details about how instruction and communication will continue, how academic integrity will be ensured, and what students may expect during the time that face-to-face classes are suspended. If a student becomes unable to continue class participation due to extenuating circumstances, (e.g., health and safety, loss of power, etc.) the student should contact their instructor and advisor for guidance. For additional guidance, please refer to Academic Operating Policy 12.09.

COVID-19 ADDENDUM

-----  
The COVID-19 situation is ever-changing and ever-frustrating. It is crucial that we stay up to date and follow the COVID-19 safety guidelines determined by the CDC & MSU.

You can find all information regarding these policies at:  
<https://www.msstate.edu/covid19>  
(this includes information for vaccines, testing, and general guidelines and policies)

- \* AS OF FALL 2021 MASKS ARE REQUIRED INDOORS
- \* FACE SHIELDS CANNOT BE WORN WITHOUT A MASK
- \* PRACTICE SOCIAL DISTANCING WHEN POSSIBLE
- \* STAY HOME AND CONTACT YOUR INSTRUCTOR IF:
  - \* YOU FEEL SICK
  - \* YOU TEST POSITIVE FOR COVID-19
  - \* YOU WERE OR MAY HAVE BEEN IN CONTACT WITH PERSON WHO TESTED POSITIVE FOR COVID-19
  - \* FOLLOW ALL CDC / MSU PROTOCOLS & GUIDELINES