

GRAPHIC DESIGN 2

ART 3323

S_24

STAFFORD 200

MONDAY / WEDNESDAY

SEC 01: 8:00am-10:50am

SEC 02: 11:00am-1:50pm

shauha.us/MSU/msu/

spring_23/3323_S_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.

GRAPHIC DESIGN 2 / SPRING 2024

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 2 full-projects, as well as working and critique days.

The course website is a space for archiving and tracking project info, although Canvas remains the home base for classroom technology and course information.

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.

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REQUIREMENTS

* PERSONAL LAPTOP / COMPUTER (MAC OS HIGHLY RECOMMENDED)

* 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)

* JOIN THE COURSE DISCORD SERVER

* 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 GD1, 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.

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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).

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*** 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> ***

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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!!).

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COURSE CONDUCT

In this course, and in all things, please practice respect, kindness, honesty, understanding, and decency. Please refrain from using phones or other technology when class or a discussion is in session. Please refrain from working on outside projects while in the classroom (use the time we have wisely!). Please show kindness and respect to your classmates, instructor, and respect at all times, but especially when work is being discussed, presented, or critiqued.

MS State email accounts are to be checked every single day. It is recommend that students check it at least twice a day, in the morning and evening. Failing to check email is not a valid excuse for being behind/unprepared.

Students are expected to be dedicated and self-motivated. Design education must be supplemented with self-directed research. Therefore, students are expected to exercise critical thinking skills, edit, troubleshoot/problem solve, research, seek software tutorials when necessary, etc. of their own volition.

Evidence of sincere and significant progress is expected at each and every meeting. Students are expected to work hard in and out of class. Students are expected to be resourceful and exercise time management skills. It is unacceptable use printing or technical issues as excuses for poor craftsmanship. Students should begin printing with plenty of time to spare for unexpected problems. Students should frequently and consistently back up their work. Backing up to numerous locations is highly recommended (e.g., dropbox, external hard drive(s), google drive, etc.). Computers crash. However, a crash is not an excuse for being unprepared for class or falling behind on assignments.

BE KIND!

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IMPORTANT DATES

JAN

22 LAST DAY TO DROP A CLASS WITHOUT A GRADE

23 LAST DAY TO REGISTER OR ADD A COURSE

FEB

26 FIRST PROGRESS GRADES

MAR

04 MID-POINT OF SEMESTER

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

11-15 HOLIDAY (NO CLASS)

28 SECOND PROGRESS GRADES

29 HOLIDAY (NO CLASS)

APR

01 HOLIDAY (NO CLASS)

29 LAST DAY OF CLASS

MAY

01 READING DAY

02-08 FINAL EXAMS / CRITIQUES

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COURSE OVERVIEW TIMELINE (some dates are tentative)

S_24

WEEK 01 COURSE INTRODUCTIONS

STAFFORD 200

WEEK 02 START OF MINI-PROJECT 01
END OF MINI-PROJECT 01

MONDAY / WEDNESDAY

SEC 01: 8:00am-10:50am

WEEK 03 START OF PROJECT 01

SEC 02: 11:00am-1:50pm

WEEK 04 WORKING DAY(S)

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WEEK 05 PROJECT 01 (AP CHECK-IN)

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WEEK 06 WORKING DAY(S)
PROJECT 01 / PROGRESS CRITIQUE

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WEEK 07 WORKING DAY(S)

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WEEK 08 WORKING DAY(S)
END OF PROJECT 01 / FINAL CRITIQUE

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(48 HOUR RESPONSE)

WEEK 09 SPRING BREAK / NO CLASS

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WEEK 10 START OF PROJECT 02
START OF PROJECT 03

OFFICE HOURS

WEEK 11 AP ON FIELD-TRIP TO MONTGOMERY, AL
RESEARCH / WORKING DAY(S)

BY APPOINTMENT / EMAIL

AND/OR

WEEK 12 WORKING DAY(S)
PROJECT 02-03 / AP CHECK-IN

SCHEDULE A TIME TO MEET

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WEEK 13 WORKING DAY(S)
PROJECT 02-03 / PROGRESS CRITIQUE

WEEK 14 WORKING DAY(S)

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WEEK 15 WORKING DAY(S)
AP CHECK-IN

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WEEK 16 WORKING DAY(S)
PRINTING / ASSEMBLY DAY(S)

STAFFORD 200

WEEK 17 END OF CLASSES
END OF SEMESTER
:)
:(

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EXAM DAYS PROJECT 02-03 / FINAL CRITIQUE
*EXAM/CRITIQUE DAY(S) TBD

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