

GRAPHIC DESIGN 2 | Fall 2025

ARTC 2326, CRN 10742, Section 001 | **Class Hours:** 8:30 am-11:20 am, MW, FOXA Rm A349B

INSTRUCTOR CONTACT INFO

Instructor: Nabil Gonzalez

E-mail: nggonzalez@utep.edu

Office: A261 Fox Fine Arts Bldg.

Office Hours: Mon/Wed 12:00 pm - 1:00 pm

(Best by appointment)

INSTRUCTOR INFORMATION

Nabil Gonzalez is your instructor for this course. She holds an Associate of Arts degree from EPCC, a double BFA degree in Graphic Design and Printmaking from the UTEP, and an MFA degree in Printmaking from the RISD. Gonzalez work, focuses on social and political issues affecting the US/Mx border, with a focus on exploring themes of loss of identity, repetition, and physical and metaphorical erasure. Her work has been exhibited nationally and internationally, and her artist books and prints are part of museum collections in the U.S.

COURSE DESCRIPTION

ARTC 2326 Graphic Design 2—This introductory course is offered to graphic design majors and minors and it fulfills studio requirements for BFA non-graphic design majors. This is the first and most basic of nine sequential courses in graphic design. It utilizes skills and knowledge acquired in its prerequisite courses and applies them toward seeking graphic solutions for visual communication problems. Through lectures and assigned projects, the student learns basic symbol representation, letter forms, and typography. The class starts with simple black and white lines and shapes and progresses to more complicated multicolor tasks.

COURSE PREREQUISITE INFORMATION

Students taking ARTC 2326 Graphic Design 2 are required to have prerequisites ARTF 1301, 1302, 1304 (Basic Design 1, Basic Drawing 1 & 2). It is recommended that ARTC 2306 Graphic Design 1: Computer Graphics be taken at the same time as this course. Students seeking a prerequisite waiver must contact the instructor.

COURSE GOALS & OBJECTIVES

- To introduce early concepts in graphic design through the acquisition of knowledge in common terminology, basic design skills and studio practices.
- To learn art evaluation through critiques and observation of peers' work. The student learns the ethics of the profession, the importance of meeting deadlines and honoring agreements.

COURSE OUTCOMES

Students who complete this course will learn:

- To provide optimum solutions to visual problems, understand gestalt perception, acquire techniques of inking, image enlargement/reduction, transfer, presentation, and other basic studio skills.

ASSIGNMENTS

Graphic Design 2 is designed around 6 central projects that include:

- Assignment 1 Interrupted Line Study **(15%)**
- Assignment 2 Design a set of nine symbols using only line **(15%)**
- Assignment 3 Design a set of nine symbols using only filled-in shapes **(15%)**
- Assignment 4 Visual Semantics **(15%)**
- Assignment 5 Introduction to Typography through your own name **(15%)**
- Assignment 6 Experimenting with typography and material **(15%)**

Remaining 10% of your grade will be an evaluation of class participation and critique/discussion participation. Percentage is at the discretion of the instructor.

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 6 assignments must be submitted in a completed condition at the time of the project grading critique.

GRADING STANDARDS & CRITERIA

Evaluation of student performance for this course is based upon the following criteria:

All grades are calculated using percentages and converted into letter grades according to the following scale:

- ◊ 90% & above = A - excellent quality work
- ◊ 80% & below 90% = B - above average work
- ◊ 70% & below 80% = C - average work
- ◊ 60% & below 70% = D - below average work
- ◊ Below 60% = F - unsatisfactory work, failing

SPECIFICALLY YOU WILL BE EVALUATED UPON:

- Quality of final work
- Impeccable craftsmanship
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through finals
- Attendance and punctuality
- Participation in critiques
- Assignments will be given due dates for completion and grades will be given for each

assigned task. **Late work is not accepted.** Improvement in technique and concept is expected along with a high degree of craftsmanship and professionalism.

- **A** signifies that the student has submitted work of the highest possible quality in both concept and execution, has met deadlines throughout the class, has arrived on time (and not left early), and missed no more than 2 classes, and participated in critiques.
- **B** signifies that the student has submitted work of good quality overall or that the student, though excellent in one area, is somewhat weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.
- **C** signifies that the student has submitted work of average quality overall or that the student, though good or excellent in one area, is significantly weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.
- **D** signifies that the student has submitted all of the assignments with work of below average or poor quality overall and/or has missed deadlines, missed or was late 3-4 classes, came to class without work, did not show progress and/or desire to improve.
- **F** signifies that the student has failed the course for reasons outlined above.

For your final review you must bring your final project completed. **Failure to show up for your final review will result in a failing grade.**

MATERIALS AND PERSONAL EQUIPMENT

Students taking Graphic Design 2 will need to purchase materials and some basic equipment in order to successfully complete this course:

Most can be found in UTEP's bookstore. They can also be found at Art Center, 3101 E Yandell Drive, El Paso, 566 2410, Hobby Lobby, Michael's, Office Depot, etc. Shop around if you want the best price.

- A pack of Black Construction Paper...get enough for Assignment #1. Make sure they are all the **SAME SHADE OF BLACK** (same brand / all from the same pack)!!!
- A pad of Bristol Board 9" X 12" or 11" X 14"
- A pad of Tracing Paper 19" X 24"
- Some type of Sketch Book. This should have **UNLINED** pages and be at least 8.5"x11". You may also use the sketch book to take notes, **SKETCHING OUT YOUR IDEAS AND TAKING NOTES ARE AN IMPORTANT PART OF THIS CLASS!!!** You will sometimes have to tear pages out of this sketch-

book to pin up on the wall for critiques.

- I also highly recommend constructing a pocket for the inside covers of the sketchbook to hold all the assignment papers I will give you this semester. Or, buying a folder or binder for this class' papers. All assignments will always be posted on Blackboard as well.
- Good quality Black Illustration Boards single ply, hot press (smooth, black on BOTH sides or black and dark gray)
- Notes On Graphic Design and Visual Communication textbook
- Epson Matte Presentation Paper 3 star, 13" x 19", 100 Sheets/Pack (S041069-L) Ink jet paper, no glossy paper. You can get this at the University Bookstore or order it online. Get the 3 STAR! NOT THE HEAVIER WEIGHT EPSON!!! As always, shop around. You may also buy single sheets at the Art Center.

INDISPENSIBLE ITEMS:

- X-Acto knife with extra #11 blades
- (1) .5" roll of white or black artist tape
- A self-healing cutting mat (for cushioned cutting). **NO CUTTING ON THE CLASSROOM TABLES THAT DO NOT HAVE MATS!**
- Rubber cement, glue stick, and spray adhesive (Scotch Super 77)
- Mechanical (always sharp) pencils
- Plastic (white) eraser and a gum eraser for removing rubber cement
- Stainless steel ruler with a non-skid (cork or foam) backing, 24"
- Plastic or metal triangles, 45°/45°, 30°/60° angles (6" or larger recommended)
- Black markers, fine, ultra-fine tips: Uniball, Pentell, Micron brands give best line/black color. Sharpie brand bleeds too much and the black is not rich enough.
- Good quality utility (mat) knife (Olfa brand recommended)
- Adobe Creative Cloud: The Adobe Creative Cloud program collection will be available to students of this course provided by the University at no additional cost. If you have not already done so, please check your UTEP e-mail and look for an e-mail with the Subject Line "Access is Granted. Enjoy Creative Cloud All Apps now." *****DO NOT select to start a "free trial!!!!"***** If you have not received this e-mail, please contact **Alex Fierro** of the UTEP Help Desk: aefierro2@utep.edu for further assistance.
- Best of all, save your files to the UTEP OneDrive Cloud, Google Drive or use a Mac-formatted USB Flash drive, or an external hard drive.

REQUIRED TEXT: Berryman, Gregg. Notes On Graphic Design and Visual Communication. Rev. ed. Menlo Park: Crisp Learning, 1990.

OPTIONAL TEXT: Meggs' History of Graphic Design. NEW 6th edition. Wiley, 2016. (2nd, 4th and 5th edition of this book are available in the UTEP library). In addition to the above, there are many books on graphic design and typography on the fourth and fifth floors of the UTEP library. Please take advantage of them! Design magazines such as Print, How, Communication Arts, and Graphis also have student discounts you can check out online.

ATTENDANCE AND PARTICIPATION

Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

ATTENDANCE POLICY:

Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Your regular attendance is required and roll will be taken each class period. It is important that you attend each class and on occasion, bring materials to class with which to work. Ideas discussed in lectures, demonstrations, slides, and critiques are impossible to make up. Students are encouraged to stay and work after class. Grades will be lowered by excessive absences.

- **Late to class (arriving after the roll is taken) constitutes one half of an absence. That is, 2 tardys = 1 absence.**
- **4 absences = 1 grade lower (i.e. with 4 absences an A becomes B, D becomes F, etc.). That is, each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences were excused.**
- **Five absences will automatically result in a final grade of "F" regardless of the quality of the work.**
- **Not presenting work or participating on a critique day = 1 absence.**
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early without permission is regarded and graded as being absent. All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive

to the learning environment.

- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student.
- **DON'T FALL BEHIND AND IF YOU FEEL LIKE YOU ARE, TALK TO ME.** If you begin to fall behind at any point during the semester, come see me immediately. Do not wait until the final review to inform me of any problems you may be having.

COURSE PARTICIPATION:

- **SHARE YOUR OPINIONS, DON'T BE SHY**
- Participation in critiques is required for this course and will count favorably in your grade. However, participation in critiques will not help the grade of anyone who is not attending all classes and not showing work of an acceptable standard.
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the graphic design studio (aka, this class) is essential to the successful completion of this course.

CLASS CONDUCT

- Students must act in a safe and reasonable way at all times in the studio.
- Children and pets (service animals are allowed) are not permitted in the studio.
- **NO CELL PHONES, OR (for classes held in computer lab) IM'ING OR SURFING DURING CLASS**
- If you absolutely need a cell phone for an emergency just leave the ringer off. IM'ing and surfing are also very distracting to the other students in classes held in the computer lab, however, you may surf if you are researching directly for your project.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

LATE ASSIGNMENTS, MAKE-UP WORK & EXAMS

Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

ILLNESS PRECAUTIONS

This is a face-to-face course that requires student's use of the studio's working space. Please stay home if you have symptoms of COVID-19 or other illnesses. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

INCOMPLETES, WITHDRAWALS, PASS/FAIL

Incompletes or "I" grades will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All "I" grades are at the discretion of the instructor and the approval of the Department Chair person.

Students hold full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final drop date to drop a course with a "W". Students missing this deadline will be issued a grade for their performance in the course. I will not drop any student from the course.

This is a grade-based course and is not available for audit or pass/fail options.

PLAGIARISM/ACADEMIC DISHONESTY STATEMENT

Cheating/Plagiarism: Cheating is unethical and not acceptable. Plagiarism is using imagery, information, or original wording without giving credit to the source of that imagery, information, or wording: which is also not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class.

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services, and activities with documented disabilities to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship for the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting.

Contact the Center for Accommodations and Support Services (CASS):

Phone: 915-747-5148

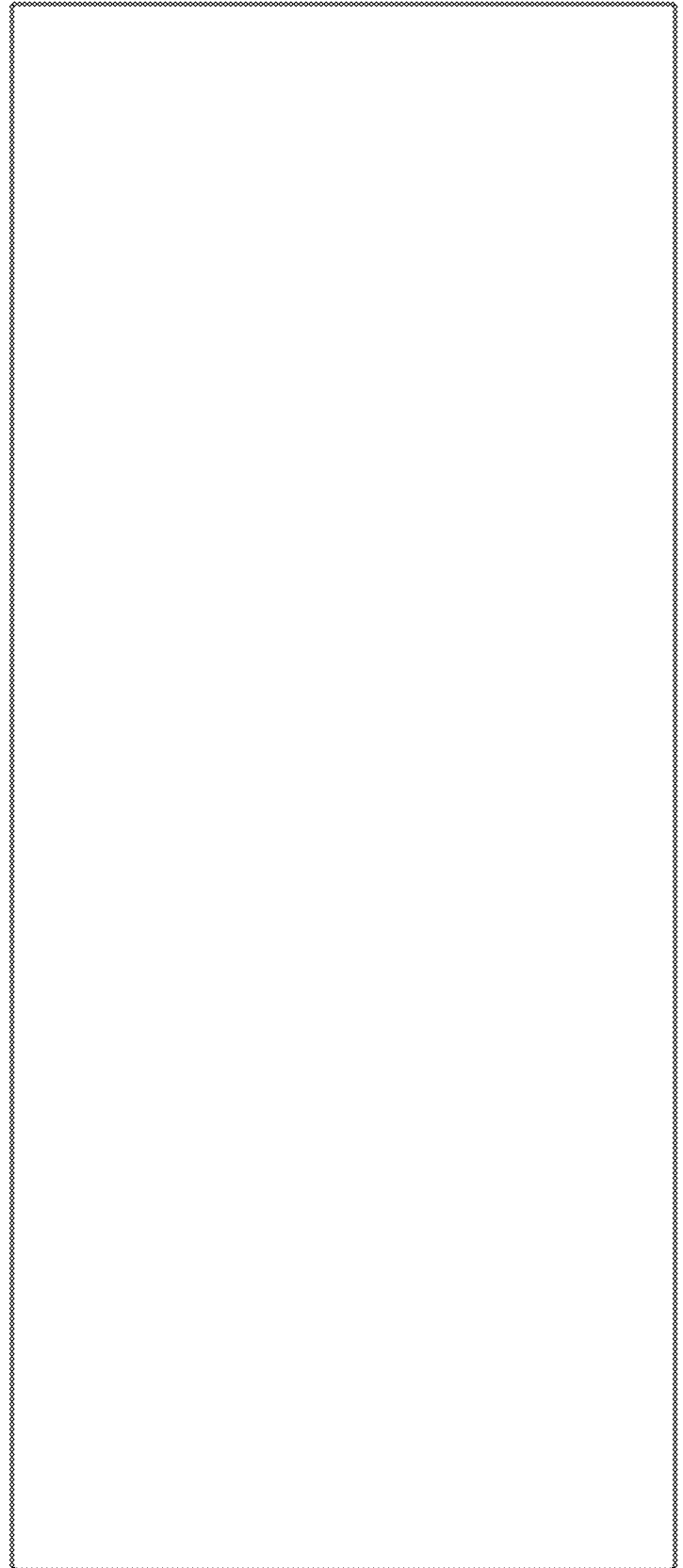
Email: cass@utep.edu

Web: <https://www.utep.edu/student-affairs/cass/>

or apply for accommodations online via the CASS portal.

IN CASE OF AN EMERGENCY CALL UTEP CAMPUS POLICE AT 747-5611 OR DIAL 911

DOODLING BOX



GRAPHIC DESIGN 2

Semester: FALL 2025
Instructor: Nabil Gonzalez

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Student name (print clearly).....

Student signature

UTEP student ID#

UTEP student email

Major:

Minor: