

COURSE INFORMATION

TITLE: GRAPHIC DESIGN 3

PREFIX AND NUMBER: CRN 10805 ARTG 3316

MEETING LOCATION: FOX FINE ARTS - A349B

TUESDAYS & THURSDAYS: 4:30PM TO 7:20PM

**INSTRUCTOR CONTACT INFORMATION:**

PROFESSOR: Michael J Nuñez, MFA

E-MAIL : mjnunez5@utep.edu

OFFICE HOURS: By Appointment.

ARTG 3316 GRAPHIC DESIGN 3 IS A GRADE-BASED COURSE AND IS NOT AVAILABLE FOR AUDIT OR PASS/FAIL OPTIONS.

Instructor Introduction

Michael J Nuñez is an Adjunct Professor of Graphic Design at The University of Texas at El Paso (UTEP). He received his BFA in graphic design with a drawing minor from UTEP and his MFA in Graphic Design and Illustration from Marywood University in Scranton, Pennsylvania. While at Marywood, Michael was fortunate enough to study under Seymour Chwast and Milton Glaser's nephew Steven Brower, among others.

After graduating from UTEP, Michael worked as the Director of Graphic Design Services for UTEP's Communication Department before moving to Malvern, Pennsylvania where he was asked to build the graphic design department at Immaculata University's communication department. During this time he spearheaded the redesign of the alumni magazines from cover to cover and set the foundation for the graphic standards for both universities.

Michael is a proficient visual communicator with over twenty years of graphic design and problem solving experience. His passion for Gestalt theory and philosophy has served as a solid foundation for his continued growth. Although his experience has mostly been rooted in corporate and higher education graphic design, he has also taught high school courses and is frequently recognized as a natural teacher by his colleagues. Michael's passion for sharing his knowledge with all who are willing to learn is the inspiration for why he is standing before you today.

Prerequisite Information

Students taking ARTG 3316 Graphic Design 3 are required to have a foundation understanding of the elements of design, the principles of composition, style, and content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of art history. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 2306, ARTG 2326, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student's seeking prerequisite waiver must contact the instructor

Course Description:

Graphic Design 3: ARTG 3316 | This course is an exploration of **effective visual communication** with emphasis on **problem solving** and **conceptual development**, such as typography/letter form, symbol design, setting body-copy, and headline types; combining type with symbol and layout of the page. Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work-time. This course will require significant additional work-time outside of class. Students should anticipate spending 6 hours in class per week and an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3316 Graphic Design 3 and Foundation Design course work.

Course Goals and Objectives

- A practical and real world introductory experience in the development (research) and execution of a graphic design assignment with a specific target audience in mind.
- Development of improved self expression, creative thinking and planning skills (this last item will be extremely important for students to take into account).

Course Outcomes

- Further develop experience and basic competency in formulating graphic communication ideas.
- Understand the graphic design business/profession.
- Understand the graphic design process which includes: defining a graphic design problem, conducting research, conceptualizing concepts, developing thumbnails, roughs, and semi-comps, then producing a polished piece for final presentation.
- Basic knowledge of digital and hand drawing skills, inking materials, drawing surfaces, vector artwork using Adobe Illustrator, cutting tools, and proper presentation techniques.
- Develop a competent understanding in the ability to realize and express ideas.

NOTE: IN THIS COURSE STUDENTS MUST DEVELOP COMPETENCY AND CONFIDENCE.

Competency is defined as a developed understanding and mastery of the knowledge and skills needed to successfully complete a task at a basic level. Competency should be demonstrated throughout the graphic design process and will be measured by how well a student understands and merges the process with the skill.

Confidence is measured by how a student trusts in their own abilities and willingness to use the skills and processes learned during this course. Confidence is a product of a student's progress and it teaches a student to know the difference between when to ask for help and when no help is needed. Throughout the semester, confidence will mature as the student strengthens in competence, increases in skill, and develops a willingness to use what has been learned.

Once a student works through the process, understands the procedures, and becomes aware of one's abilities, the timid feelings are replaced with a sense of control. Excitement for the design process, and it's potential as a path for creation, increases.

Skilled Use of Software Technology: Students will demonstrate the ability to skillfully select and use essential tools and processes of each software application effectively and productively.

- While students may not be asked to address high-level visual decision making, they will demonstrate knowledge and practice of standard design principles, processes and elements.
- Students will demonstrate visual awareness in producing work that exhibits attention to detail.
- Students will demonstrate an understanding of tools learned and apply them to design.
- Students will also demonstrate an understanding of programs and how each relate to design.

Course Participation

A major part of a studio class is participation with enthusiasm and intellectual curiosity. Non-participation in critique and discussion is considered poor classroom performance and will affect your final grade.

- Participation in all discussions, critiques and class days is required for this course. 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 studio is essential to the successful completion of this course.

Evaluation Standards: Critical Thinking, Problem Solving, Following Directions

- Students will use critical thinking skills to research and identify essential assignments, related instruction (on-line books and videos), manage assignment development, and exhaustively work to solve problems they may encounter in advance of requesting instructors help.
- Students will follow assignment instructions and work to exceed basic requirements. (It is my experience that typically the greatest number of point deductions result from not following instructions.)
- Students will learn to resist the temptation to settle on a premature assignment resolution. We will strive to push assignments, via repeated attempts, to rework and improve upon solutions.
- Students must learn to pay attention to the details. Design is all about consistency and detail!

Graphic Design Standards

QUALITY OF WORK, DEFINED AS: the aesthetic merits of the artwork, the way the particular problem is solved, the depth of research, student's willingness to experiment, quantity of preparatory works, sketches and thumbnails.

PARTICIPATION AND INVOLVEMENT IN CLASS CRITIQUES AND DISCUSSIONS: (with a positive attitude)

QUALITY AND QUANTITY OF VISUAL JOURNALING KEPT IN YOUR SKETCHBOOK

Other Criteria

Students are expected to finish projects by the deadlines set. Assignments turned in after class critiques have begun are considered late and will be graded accordingly. A major part of a studio class is energetic participation, intellectual curiosity and enthusiasm. Non- participation in critique and discussion is considered poor classroom performance.

Materials and Personal Equipment

Students Taking ARTG 3316 Graphic Design 3 will need to purchase materials and some basic equipment in order to successfully complete this course. (Suggested brands are not required but are only listed as a guide)

Required Supplies

- ☐ Sketchbook: Hardbound, sturdy, good quality bond paper (suggested size: 9"x12")
- ☐ Tracing Paper Pad 14" X 17" (try to get the most translucent kind,)
- ☐ Stainless Steel Ruler with cork backing, (18" recommended)
- ☐ X-Acto knife with extra #11 blades
- ☐ Self-Healing Cutting Mat (for cushioned cutting).
- ☐ Utility (mat) knife with fresh blades
- ☐ Bristol Board Pad: 14"x17
- ☐ Drawing Pad: 50 sheets 14" x 17"
- ☐ Epson® Presentation Paper 13" x 19" Matte, 27 Lb, Pack Of 100 Sheets
- ☐ Black Mount- (mat-board)
- ☐ Black Artist Tape
- ☐ Spray adhesive
- ☐ Black markers, assortment of fine and ultra-fine tips, (Uniball, Pentell, Sharpie)
- ☐ USB flash memory or other digital storage devices

INDISPENSABLE SUPPLIES:

- ☐ Graphite Pencils (2B, B, HB, H, etc. or automatic pencil)
- ☐ Plastic eraser and eraser shield
- ☐ India Ink (black)
- ☐ Sable brushes (#3, 6, etc)

MOST OF THE ITEMS LISTED HERE ARE AVAILABLE AT THE UTEP BOOKSTORE, HOBBY LOBBY, AND THE ART CENTER. ALTERNATIVELY YOU CAN ORDER THEM ONLINE.

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! Also, design magazines such as Print, HOW, Communication Arts, and Graphis also have student discounts you can check out online.

Artwork Delivery

All final design work will be printed and mounted on presentation board or mocked-up for class critique. Students will also e-mail PDF files of their work. All correspondence for the course is through UTEP e-mail, not Blackboard e-mail! When submitting in-progress work (sketches, ideas, etc.), it should be saved as a PDF unless otherwise noted. When submitting a PDF file, name accordingly: LastName_FirstName_ProjectName.pdf. When creating a PDF file, please do not e-mail hi-resolution files, they take much too long to download and open, please compress your PDF files. If you do not know how to downsize a file, ask me how.

Assignments

ARTG 3316 Graphic Design 3 is designed around 4 central projects that include: (see below)

Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 4 assignments must be submitted in a completed condition at the time of the project grading critique. Grades established for these 4 primary project assignments will constitute 90% of the final course grade.

WEEK 1 | Introduction and Boot camp

WEEK 2, 3, 4 | Assignment 1: Visual semantics exercise. The meaning and manipulation of words (letters) to illustrate an idea.

WEEK 5, 6, 7, 8 | Assignment 2: icon designs for specific concepts.

WEEK 9, 10 | Assignment 3: Intro to branding Design of a logotype

WEEK 11, 12, 13, 14 | Assignment 4: Application of designed logotype to collateral items. This assignment is subject to change.

** Please note that the above schedule may change due to unforeseen issues which most projects incur. Individual project assignment sheets (not the above planning calendar) offer the most accurate timelines for assignments.*

Time Management

The rule of thumb for time planning for a course is approximately three (3) hours for every credit hour taken. This is a standard figure recommended across the board by American universities. For a 3 credit studio course, you should expect to spend 6 hours of class time + 9 hours of study and prep time = 15 hours per week.

Students are encouraged to communicate with each other inside and outside of the classroom. Do not isolate yourself. Furthermore, if at any time during the course of the semester you find yourself lost or falling behind please contact me immediately using my UTEP email.

Late Assignments, Make-up Work and 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. Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly.

Grading Standards and Criteria

Grading consequences for poor participation and performance not specifically related to the evaluation of assignments will be applied at the discretion of the instructor. A final letter grade will be assigned at the end of the term, based upon the total possible points according to the following scale:

A 90-100 SUPERIOR | Represents outstanding work reflective of effort and performance of exceptional ability and absolute quality.

B 80-89.99 ABOVE AVERAGE | Represents effort and performance beyond expectations.

C 70-79.99 AVERAGE | Represents adequate work that fulfills requirements and expectations.

D 60-69.99 BELOW AVERAGE | Represents less than average performance and is considered underachieved. Credit given.

F BELOW 60 UNACCEPTABLE PERFORMANCE | No credit given.

I: An incomplete is considered for students completing satisfactory work or better 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, with the approval of the department chair and the dean.

W: The withdrawal option must be completed on or before the final drop date (Nov 2). Students are fully responsible for withdrawing from this course if that procedure is elected. The instructor may recommend a student to withdraw but is not responsible for withdrawing a student from the class.

Academic Calendar

AUG 25: Class Intro/Syllabus/Mac Interface/Self Portrait

AUG 25: Fall classes begin

AUG 25-29: Late registration period (fees are incurred)

SEPT 1: Labor Day holiday - University Closed

SEPT 10: Fall Census Day

Note: This is the last day to register for classes.

Payments are due by 5:00 pm.

SEPT 22: 20th Class Day

Note: Students who were given a payment deadline extension will be dropped at 5:00 pm if payment arrangements have not been made.

OCT 3: Graduation application deadline for degree conferral

OCT 22: Freshman Midterm grades are due

OCT 31: Fall Drop/Withdrawal deadline

Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.

NOV 14: Deadline to submit candidates' names for commencement program

NOV 27-28: Thanksgiving Holiday - University Closed

DEC 4: Fall last day of classes

DEC 5: Dead Day

DEC 8-12: Fall Final Exams

DEC 13-14: Fall Commencement

DEC 17: Grades are due

DEC 18: Grades are posted to student records; students are notified of grades and academic standing

Attendance and Participation

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

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.
- 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 are excused.
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and recorded as an absence.
- Coming to class unprepared (not having the required materials) or attending class and not working is regarded and recorded as an unexcused absence.
- Information missed during an absence is the sole responsibility of the student.

Class Conduct

A successful career in graphic design requires more than talent, skill, and knowledge. By definition, a professional designer observes professional standards. Among other things, these standards demand a commitment to the work and respectful, courteous behavior towards colleagues, clients, competitors, service providers, and audience – in other words, RESPECT EVERYONE. Professional standards should always prevail in the workplace, the studio, and the classroom. No matter how skilled a designer may be, one is unlikely to achieve success without a professional standard.

- Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve.
- Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.
- Talking on a cell phone, texting, instant messaging, tweeting, etc. are examples of disruptive and disrespectful behavior.
- The class meets for two hours and 50 minutes. Breaks will be provided. Leaving early, without permission, will be treated as an absence. Failure to return promptly from a break will be treated as an absence.
- Class time is devoted to the lecture, class discussion, demonstrations, critiques, and the development /execution of class projects.
- Cell phones should be silenced, turned off, or put on the vibrate mode. If you absolutely need a cell phone for an emergency, please alert the instructor.
- Projects executed solely out of class will not be accepted. (I must see your progress in class) Participation in the collaborative group environment of the studio is essential to the successful completion of this course.
- Class time, including both studio and lab time, is provided so that you can work on the projects assigned in this course only. Working on projects assigned in other courses, without permission, will be treated as an absence.
- When using the lab, always observe the posted lab rules.
- Never enter a studio or a lab when another class is in session without the instructor's permission, (as a rule, it is best to get that permission ahead of time.)
- Students must act in a safe and reasonable way at all times in the studio and computer lab.
- Surfing, unless it is related to research for a class project, is inappropriate.
- iPods, MP3 players, and other personal entertainment devices are not allowed during lecture, demonstrations, class discussion, or critique. Remove the ear buds and pay attention. Remember that inattentive behavior will be treated as an absence.
- iPods, MP3 players, and other personal entertainment devices are allowed during work periods, so long as the volume is adjusted so that it doesn't disturb your colleagues. In other words, if your neighbor can hear your music, it's too loud. Turn it down.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. *See the Cheating and Plagiarism policy below.*
- Children and pets are not permitted in the studio nor the lab.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Technology Requirements

You will need to have access to a computer/laptop, and scanner. Mac computers are the industry standard computer systems in the field of Graphic Design, so I would recommend that if you were planning on buying your own computer that you invest on the Mac Book Pro 16-inch.

Make sure you get the Apple Education Discount: <https://www.apple.com/us-edu/shop/back-to-school>.

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 **"Get started with Creative Cloud All Apps Student License"**. If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance. Daniel Ramirez is the UTEP Staff person in charge of student Adobe Creative Cloud accounts and to contact him with issues you can do so at deramirez@utep.edu

You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

Disabilities:

I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class and within the first two weeks of the semester. Alternatively you can schedule an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact The Disabled Student Services Office located in East Union Bldg., Room 106, also within the first two weeks of the semester.

THE DISABLED STUDENT SERVICES OFFICE CAN ALSO BE REACHED BY:

WEB: <http://www.utep.edu/dsso>

PHONE: 915-747-5148

FAX: 915-747-8712

E-MAIL: dss@utep.edu

SUBJECT: Disabled Student Services

Cheating and Plagiarism Policy

Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it 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. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <http://www.utep.edu/dos/acadintg.htm> for further information.

General Guidelines: When communicating online, you should always:

- Treat instructor with respect, even in e-mail or in any other online communication
- Always use your professors' proper title: Dr., Instructor, or Prof., or or when in doubt simply use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language
- Remember that all college level communication should have correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman/ Helvetica and use a size 12 or 14 pt. font
- Avoid using all caps AS IT CAN BE INTERPRETED AS YELLING
- Limit and possibly avoid the use of emoticons
- Be cautious when using humor or sarcasm as tone can get lost in an e-mail or discussion post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and other's)
- Do not send confidential information via e-mail

E-mail Etiquette: When you send an e-mail to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line unique to the subject.
- When starting a new conversation with someone you have previously e-mailed, DO NOT just reply without changing the subject line. If you

are emailing someone regarding a new subject, start a new e-mail and compose a new subject line accordingly.

- Be brief, get to the point, but ALWAYS write in complete sentences.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text

Security

- Remember that your password is the only thing protecting you from pranks or more serious harm.
- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

COVID-19

- This is a face to face, in person course that requires a student's use of the studio's working space.
- In order to assure the safety of all, please practice safe and respectful distancing as much as possible.
- Respect the workspace of others.
- Students are highly encouraged to avoid sharing any materials. So please make sure you have all the necessary materials with you.
- Students must be aware of the possible forced changes that are out of UTEP control and accept the syllabus as contract to that fact.

THE STRUCTURE OF THIS COURSE MAY CHANGE AT ANYTIME IF MANDATED BY THE CITY OF EL PASO AND/OR UTEP.

THE UTEP PROVOST OFFICE COVID-19 PRECAUTION STATEMENT:

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes.

For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

For more info. on COVID-19 visit the CDC website: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html>

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 in order 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 on 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 at 915-747-5148, email them at cass@utep.edu, or apply for accommodations on-line via the CASS portal." <https://www.utep.edu/titleix/pregnancy-and-parenting.html>



COURSE RESOURCES:

Where you can go for assistance UTEP provides a variety of student services and support.

Please refer to the QR code below for a listing of campus resources.

GUIDANCE ON ARTIFICIAL INTELLIGENCE (AI):

AI allowed only with prior permission from instructor. Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is only allowed with proper acknowledgment and prior approval from the instructor. In other words, **BEFORE** you use it. Using AI without permission will result in zero credit for the assignment. **You will be expected to think critically and creatively, to complete assignments, without any assistance from these tools.**

If given permission to use any of these tools, students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited including information below:

- Chat-GPT(version). Date of query (year/month/day). "Text of your query."
- Generated using OpenAI. <https://chat.openai.com/>
- A short paragraph describing how the tool(s) was/were used for the assignment must be included.

NOTE: The previous statement only applies to possible texts used in the materials produced by the student for the completion of an assignment. However, ABSOLUTELY NO IMAGES AND/OR CONCEPTS created for this course can be generated using any type of AI, including the tools provided in the Adobe software.

.....

Tell me about yourself.

What is important for me to know? What do you expect from this class? List three of your favorite things.

.....

ARTG 3316 SYLLABUS ACKNOWLEDGMENT AND COURSE CONTRACT ACCEPTANCE.

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.

COURSE # -ARTG 3316 CRN:10805 SEMESTER DATE - FALL 2025

Name (print): _____

Signature:_____

UTEP Student ID # _____ - _____ - _____

