

### **Course Information**

Graphic Design 2

ARTG 2326, CRN 21246, Section 003, Spring 2023

Class Hours: 4:30 pm - 7:20 pm, MW, Rooms FFA 353 (studio) & FFA 349 (computer lab)

### **Instructor Contact Information**

Instructor: Nabil Gonzalez

E-mail: nggonzalez@utep.edu

Office: A261 Fox Fine Art 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 El Paso Community College, a double BFA degree in Graphic Design and Printmaking from the University of Texas at El Paso and an MFA degree in Printmaking from the Rhode Island School of Design. As a studio artist, Nabil's work has been focused on social and political views affecting the borderland as well as the exploration of identity, repetition and erasure. Her work has been shown throughout the United State, Mexico, Colombia and China. Her artist books and prints are included in museum collections in the United States.

### **Course Description**

ARTG 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 multi-color tasks.

### **Course Prerequisite Information**

Students taking ARTG 2326 Graphic Design 2 are required to have Pre-requisites ARTF 1301, 1302, 1304 (Basic Design 1, Basic Drawing 1 & 2). It is recommended that ARTG 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 and Objectives**

Goals and objectives targeted in ARTG 2326 Graphic Design 2 include:

- To introduce rudimentary 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**

ARTG 2326 Graphic Design 2 is designed around 4 central projects that include:

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

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 and 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, completed projects along with all your sketches. **Failure to show up for your final review will result in a failing grade.** If you wish to know your grade standing at mid-semester (after the sixth class week) please let me know. Be prepared to show all of the work you have submitted for class up to that point in time, including sketches.

### **Materials and Personal Equipment**

Students Taking ARTG 2326 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, etc. (don't forget to check for online coupons at these stores' websites before leaving the house). Shop around if you want the best price.

- A pack of Black Construction Paper...get enough for Assignment #1 that they are all the SAME SHADE OF BLACK (same brand / all from the same pack)!!!
- A pad of Bristol Board 18" X 24"
- 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 sketchbook 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)
- Notes On Graphic Design and Visual Communication textbook
- 100 sheet box of Epson photo quality ink jet paper. Get the Super A3/B size (13"x19", Epson product code #S041069). No glossy paper. You can get this at the University Bookstore or order it online discounted at B & H Photo.com for \$35.72—shipping is free. Get the 3 STAR! NOT THE HEAVIER WEIGHT EPSON!!! As always, shop around.

#### **INDISPENSIBLE ITEMS:**

- X-Acto knife with extra #11 blades
- A self-healing cutting mat (for cushioned cutting). NO CUTTING ON THE CLASSROOM TABLES THAT DO NOT HAVE MATS!
- Rubber cement, glue stick, or spray adhesive
- 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, 18"
- 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.
- Utility (mat) knife
- 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." If you have not received this e-mail, please contact UTEP Technology Support at helpdesk@utep.edu for further assistance.

#### **HANDY ITEMS:**

- A Mac with design software (Adobe version 2022—subscription provided FREE to all design class-enrolled UTEP students) and a scanner/phone to scan with
- Best of all, save your files to the UTEP OneDrive Cloud, 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 are 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 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 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 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.

#### **COVID-19**

This is a face to face course that requires student's use of the studio's working space. In order to assure the safety of all please practice safe social distancing as much as possible and be respectful of others.

- Practice safe distancing when possible, respect others working space.
- Students are highly encouraged to not share any materials. Always make sure you have all 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 any time if mandated by the city of El Paso and UTEP.

#### **COVID-19 Precautions/Accommodations**

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](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors.

#### **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.
- Students hold the full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final date to drop a course with a W. Students missing this deadline will be issued a grade for the performance in the course.
- ARTG 2326 Graphic Design 2 is a grade-based course and is not available for audit or pass/fail options.

### **Cheating/Plagiarism**

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. FOR PURPOSES OF THIS GRAPHIC DESIGN CLASS, ACADEMIC DISHONESTY INCLUDES TAKING OR TRACING IMAGES, IDEAS OR DESIGNS FROM THE INTERNET OR OTHER DESIGNERS AND CLAIMING THEM TO BE YOUR OWN WORK. 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.

### **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 in the first two weeks or make 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 in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

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

Phone: 915-747-5148

E-Mail: [dss@utep.edu](mailto:dss@utep.edu)

**Graphic Design 2 syllabus acknowledgement and course contract acceptance**

Course - CRN 21246, ARTG 2326 003

Semester - Spring 2023

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.

Name (print clearly).....

Signature .....

UTEP Student ID#: 800.....