**ANTONIO CASTRO H**
GRAPHIC ARTIST

## ARTG 3316 Graphic Design 3–Spring 2024

**Course Information:**

**Course title** – Graphic Design 3

**Course prefix and number** – ARTG 3316, CRN 21311

**Course meeting location** - Fox Arts Art A353 and FFA A349B

**Course meeting times** - Tuesday and Thursday - 9:00 to 11:50 AM

**Instructor's name** - Professor Antonio Castro H.

**Instructor's office #** - FOXA A456A

**Instructor's office hours** - Tuesday and Thursday from 12:00 PM to 1:00 PM or by appointment.

**Instructor's phone # & e-mail** - 915-747-5214, antcastro@utep.edu

### Instructor Introduction

Professor Antonio Castro H. teaches graphic design and illustration at the University of Texas at El Paso, where he is a Professor in the Department of Art. He received a BFA in graphic design and printmaking from UTEP, and an MFA in visual communications from Tyler School of Art in Philadelphia. Prior to teaching, he was a designer with MithoffBurton Inc. in El Paso, Texas, and later a senior designer/art director at Parham Santana Design in New York City.

Antonio's work has received numerous awards and it has been exhibited widely, including at the BICeBé International Poster Biennial in Bolivia, CIIPE Biennial Colorado International Invitational Poster Exhibition, BICM the International Poster Biennial in Mexico, the Golden Bee International Poster Exhibition in Moscow, and the International Poster Biennale in Warsaw. He has been a guest lecturer and a member of the International Jury at several of these events where he has also imparted design workshops. He is a co-founder and co-organizer of Posters Without Borders, an invitational poster exhibition featuring work from internationally recognized designers. His work has been featured in several design publications, including the Print Regional Design Annual and Graphis New Talent. Most recently, the 2021, 2022, and 2024 Graphis Poster Annuals, for these he was awarded gold and platinum awards. His experience covers a wide range of design expertise, including book design, packaging, graphic identity, posters, illustration, and more. To find out more about your instructor's work please visit his website at http://acastrodesign.net/, you can also find him on Instagram at: https://www.instagram.com/antoniocastro.h/

### Course Description

ARTG 3316 Graphic Design 3 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 bodycopies, 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 2326 Graphic Design 2 and Foundation Design course work.

### Course 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 Goals and Objectives

Goals and objectives targeted in ARTG 3316 Graphic Design 3 include:

- A practical and real world introductory experience in the development (research) and execution of a graphic design assignment with a specific 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

Students who complete this course will have:

- Experience and fundamental competency in planning and designing for a diverse group of clients. Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc.  Competency is a measure of how well you understand and use a process or skill.
- Confidence is defined as a student's willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student's progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

## Assignments

ARTG 3316 Graphic Design 3  is designed around 4 central projects that include:

- Assignment 1: Visual semantics exercise. The meaning and manipulation of words (letters) to illustrate an idea.
- Assignment 2: 16 icon designs for specific concepts.
- Assignment 3: Design of a logotype
- Assignment 4: Application of designed logotype to collateral items. This assignment is subject to change.

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.

## 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 are impossible to download and open, please compress your PDF files. If you do not know how to downsize a file, ask me how. You could also use the Acrobat page at: https://acrobat.adobe.com/link/acrobat/compress-pdf?x_api_client_id=adobe_com&x_api_client_location=compress_pdf#

## Grading Standards and Criteria

Definition of grades:

**A**  represents outstanding work and is reflective of works and performance of exceptional ability and
   <u>absolute quality.</u>

**B**  stands for above average performance, going beyond expectation.

**C**  is for average and adequate work that fulfills requirements and expectations (the majority of students
start at this level). This is the minimum grade required to continue on to the next graphic design level.

**D**  represents less than average performance and is considered underachieved. Credit given.

**F**  is for unacceptable performance. The student will receive no credit.

**I**  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, with the approval of the department chair and the dean.

**W**  the withdrawal option must be completed on or before the final drop date **(MARCH 28)**. Students hold
the full responsibility for withdrawing from this course if that procedure is elected. The instructor may rec-
ommend a student to withdraw but is not responsible to withdraw a student from the class.

My grading system is quite simple and different than the one provided in Blackboard, here it is in case you
want to do your own math based on the grades you get on each assignment:
12= A+, 11= A, 10= A-, 9= B+, 8= B, 7= B-, 6= C+, 5= C, 4= C-, 3= D+, 2= D, 1= D-, 0= F. Let's say that on a particular
assignment you end up with a 4.5, it is still a C-, if it goes up to a 4.6, it could go up to a C depending on your
class participation.

The 4 primary assignment grades will be established using a full-class critique at the completion of each proj-
ect. All students are required to fully participate in the critique discussion of their own projects as well as the
projects of other students. At the completion of each critique, I will evaluate the project success by assigning
a rating of 0 to 12 for each of the three criteria, namely **Concept, Concern and Craftsmanship**. Concept will
evaluate the quality of the idea for the project. Concern will evaluate the dedication, diligence and effort
with which the student designs and completes the project. Craftsmanship will evaluate the skill and quality
of the material manipulation within the project. The resulting three criteria ratings will be averaged togeth-
er to establish a project percentage grade for each major assignment. The 4 project grades will constitute 90%
of the course final grade. The remaining 10% of the final grade will depend on your research for each project,
participation in critiques, on time completion of assignments and attendance.

## Standard of Evaluation:

**1**  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

**2**  Participation and involvement in class critiques and discussions (positive attitude)

## Other Criteria

Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly. A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance and will affect your final grade.

## 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 MacBook 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!

## Materials and Personal Equipment

*IF YOU HAVE SOME OF THESE MATERIALS ALREADY YOU DO NOT HAVE TO BUY THEM AGAIN!

• A pad of Canson Tracing Paper 14" X 17" (get the most translucent kind) https://www.amazon.com/Canson-Foundation-Tracing-Pencil-Markers/dp/B000KNJ52G?th=1

• X-Acto knife with extra #11 blades

• 3M 924 - 3M Scotch ATG Adhesive Transfer Tape, 1 or 2 rolls

• A self-healing cutting mat (for cushioned cutting).

• Sketchbook: Hardbound, sturdy, good quality bond paper (size: 9"x12" suggested)

• USB flash memory or other digital storage devices

• Epson® Presentation Paper, 13" x 19", Pack Of 100 Sheets, 27 Lb, Matte White, 3 stars.

## 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 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.

## Course Participation

- Participation in all discussions, critiques and class days is required for this course.
- All students are expected to attend critiques even if they don't turn work in, not attending a critique will result in a penalty, (final course grade being lowered 1 full letter grade).
- 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.

## 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

## 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 if you in doubt 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 the caps lock feature AS IT CAN BE INTERPRETED AS YELLING
- Limit and possibly avoid the use of emoticons
- Be cautious when using humor or sarcasm as tone is sometimes 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 patient information via e-mail

## E-mail Netiquette

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

- Use a descriptive subject line unique to the subject. DO NOT just reply without changing the subject line, unless the subject had not changed.
- Be brief
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text

- Sign your message with your name
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "reply all"

## COVID-19 Precautions

Do not come to class if you are sick. Seek medical attention and stay home. This policy applies to any contagious illness including COVID and seasonal flu. Be aware that Information missed during an absence is the sole responsibility of the student. It is the student's responsibility to stay current with missed work and assignments, and to stay in contact with the instructor regarding health status, recovery, and anticipated return to class. Use your UTEP e-mail account to stay in contact. For complete attendance policy, see Attendance Policy.

## 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. The best way that Miners can take care of Miners is to get the vaccine. 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 information on COVID-19 visit the CDC website: https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html

## 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. 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.html for further information.

## Guidance on Artificial Intelligence:
**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 approval from the instructor BEFORE being used. Without permission, you will be expected to think creatively and critically to complete assignments without 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:
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.
AI allowed with proper acknowledgement.

**NOTE:** The previous statement only applies to possible texts used in the materials produced by the student for the completion of an assignment. However, all images and concepts created in this course cannot be generated using any type of AI, including the tools provided in the Adobe software.

## Academic Calendar/Spring 2024

**Jan 15th**
Dr. Martin Luther King, Jr. Holiday – University Closed

**Jan 16th**
Spring classes begin

**Jan 16th-19th**
Late Registration (Fees are incurred)

**Jan 31st**
Spring Census Day
**Note:** This is the last day to register for classes. Payments are due by 5:00 pm.

**Feb 12th**
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.

**Feb 16th**
Graduation application deadline for degree conferral

**Mar 11th-15th**
Spring Break

**Mar 20th**
Freshman midterm grades are due

**Mar 28th**
Spring 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.

**Mar 29th**
Cesar Chavez Holiday - No classes; Spring Study Day

**Apr 12th**
Deadline to submit candidates' names for commencement program

**May 2nd**
Spring – Last day of classes

**May 3rd**
Dead day

**May 6-10th**
Spring Final Exams

**May 11-12th**
Spring Commencement

**May 15th**
Grades are Due

**May 16th**
Grades are posted to student records; students are notified of grades and academic standing

**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 online 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.



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**ARTG 3316 Graphic Design 3 syllabus acknowledgement 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          Section #- 005          Semester Date - Spring 2024

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____