ADVANCED GRAPHIC DESIGN II
WITH
PROF. MEG CURTISS

GRA 2182C—CRN 33635
9:00–12:30 PM, TUESDAYS
WEST, 3–131

E-MAIL:
mcurtiss@valenciacollege.edu

OFFICE: west campus, 3-150a

PHONE: 407.582.1452

CONTACTING THE INSTRUCTOR:
The best way to get a hold of me is through email.
Mcurtiss@valenciacollege.edu

Emails with specific questions will be answered as soon as possible, usually within 24 hours. Students who need more than a brief response should arrange a meeting. Messages should consist of your name, your class and class time, and a brief but detailed message. Questions such as "what did we cover in class?," will not result in a response.

VISIT ME AT MY OFFICE:
West Campus: 3-150a
My open office hours are posted each term outside my office. Should you need tutoring or to meet up, please make an appointment. Appointments can be arranged in person or via Google hangouts.
If you need to leave something for me:
(west campus) you can leave items with the lab asst. (5-130), Or at our division office, Art & Humanities, in building 5-147.

HOW I WILL CONTACT YOU:
All students should have an atlas email account. Any communication for the class in general, or to an individual student, will be sent through atlas email. It is the students responsibility to check their atlas email and general account on a regular basis. Not doing so is not an excuse for missing information I send you and/or any class notifications that i might send. I regularly send notices.

I've also set up a Closed Facebook Group where we can share events, opportunities and resources, as well as, provide feedback mid-week. Participation in the FB group is strongly encouraged, but not required.

COURSE OVERVIEW
3 credit hours/3 contact hours, Prerequisite: C or higher in GRA 2113C or departmental approval.
Comprehensive course involving in-depth study of advanced design problem solving. Includes marketing strategies, exploring design solutions, dealing with clients, estimating costs, presentation and production techniques.

REQUIRED TEXT
No textbook is required, although students might want to purchase:
Do Good Design. How Designers Can Change The World, by David Berman
Universal Principles of Design, Revised and Updated, by Lidwell

SPECIAL REQUIREMENTS
Students with disabilities who qualify for academic accommodations must provide a letter from the office for students with disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The office for students with disabilities determines accommodations based on appropriate documentation of disabilities.

BAYCARE
Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

ATTENDANCE
Regular and punctual attendance is expected.
IF A STUDENT MISSES MORE THAN 2 MEETINGS IN A ROW THE STUDENT WILL BE WITHDRAWN FOR EXCESSIVE ABSENCES. NOTE: This is even if absences are due to documented and legitimate reasons, such as doctor appointments! Students not taking the course with sincerity and seriousness enough to come to class are encouraged to withdrawal to prevent a reduction in their overall GPA. Lengthy late attendance, early departure or sleeping during class may result in you being considered not in attendance for that day. Arriving late three times is equivalent to one absence.

LAB TIME:
The College recommends that students spend 3 hours for each credit hour of the course to be successful.

COMPUTER LITERACY:

During this course students will be expected to apply all software and prepress knowledge obtained in prerequisite courses. No computer instruction will be given, however, the instructor may provide helpful suggestions for computer processes beyond prerequisite exposure. It is expected that students understand and apply fundamental software knowledge and/or remediate themselves on technical concepts that they know might need improving. Cross platform problems, disk failure, lack of internet connection, font problems, printing problems, file format problems and/or any technical problems students might encounter are not legitimate reasons for projects being late or turned in below quality expectations. Being properly prepared to encounter and trouble-shoot such problems (for example, backing up files, printing frequent proofs, etc.) is expected of students at this course level.

ATTENDANCE AND PARTICIPATION:

Regular and punctual attendance is expected. If a student misses more than 2 classes the student will be given the option to be withdrawn for excessive absences or to have their final grade reduced by 10 points FOR EACH ABSENCE OVER THE 2 ALLOWED. NOTE: This is even if absences are due to documented and legitimate reasons, such as doctor appointments!!

Students not taking the course with sincerity and seriousness enough to come to class are encouraged to withdrawal to prevent a reduction in their overall GPA. Late attendance or early departure may result in you being considered not in attendance for that day. Arriving late four times is equivalent to one absence.

WITHDRAWAL DEADLINE: JULY 5, 2019. Students may only withdraw themselves up until the withdrawal deadline for a grade of W. After that, instructors may only withdraw a student for excessive absences, therefore; students who do not withdraw themselves prior to the withdrawal deadline will be given whatever grade was earned for the course as their final grade.

Some special demonstrations can be offered on a one-time basis only. If lectures or demonstrations are missed it will be the responsibility of the student to get necessary information from another student at some time other than class time.

Roll is taken at the beginning of class.

CRITIQUES/ORAL COMMUNICATION:

On the date projects are due, critiques will be held. Students will discuss their visual communication goals, concept, target audience and techniques demonstrated in their project. Fellow students will provide constructive criticism and ask questions and/or provide helpful advice as necessary.

Students at this level will also be expected to demonstrate exceptional craft in mounting projects as well as advanced articulation of concepts and solutions during critiques. All mentioned aspects will be factored into the student's grade.

EXTRA CREDIT:

Up to one extra credit point may be earned toward your overall grade by attending Gallery opening receptions or other pre-approved seminars, conferences, workshops, etc. To attain credit, you must attend the entire event and collect business cards from 10 different attendees and turn in by the due date. Collection of 10 business cards can be accumulated over the course of many events. Other opportunities TBA.

SUPPLIES:

- External storage media for storage of files – USB or Firewire; 2GB or more; remote storage, such as DropBox or Google Drives are acceptable as well.
- Professional printing costs when necessary for projects (varies) and business cards (up to $60)
- Digital mock-ups and stock art as needed.
- Paper, printing, binding & supplies as needed for presentations (as needed and determined by student's visual goals for projects)
- Black Mount / Black Illustration board
- Fund for any competition entry fees & postage (shipping) (depending on competition entry requirements)
- Replacement blades for cutting tools (xacto knives, etc.)

ACADEMIC HONESTY

Students may collaborate on preliminary creative process, design and technical issues. Collaboration should be used to improve visual communication or to solve technical problems. Copying a design solution completely or partially is considered cheating, and a student's inability to describe the process and solution of a submitted assignment will be considered evidence of cheating. All students involved in incidents of cheating will be given a zero ('0") for that assignment/quiz/exam/project without regard to who did the original work or who may have benefited.

EXPECTED STUDENT CONDUCT:

Valencia College is dedicated not only to the advancement of knowledge and learning but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty.

Students who engage in any prohibited or unlawful acts that result in disruption of a class may be directed by the faculty to leave the class. Violation of any classroom or Valencia's rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions. You will find the Student Code of Conduct in the current Valencia Student Handbook.

SUPPORT SERVICES

Various tutoring services are available in Bldg. 7-240 (ext. 1633)
Smarthinking online: on-demand student support site:
	http://www.smarthinking.com
Valencia College offers a variety of SkillShops, short seminars covering a variety of topics which deal with student success, goals and purpose. To check out Valencia's SkillShop offerings, go to: http://valenciacollege.edu/studentservices/skillshops.cfm

ASSIGNMENTS

As with real-world clients, assignment criteria will be outlined verbally and with feedback provided along the process. Assignments will be verbally assigned.

Each assignment in the course will be presented through:
– A printed/mounted solutions,
   and
– a professional–level presentation.

Presentations should include the following:
- description of the work (what were the job perimeters?)
- deadlines for the work
- research collected on the client, type of business
- the audience (personas)
- resources & inspiration gathered
- your communication strategy—what will you try to convey and how will you convey it?
- all initial thumbnail sketches and brain storming
- all conceptual rough sketches [pencil roughs]
- feedback gathered on initial ideas
- type studies
- color studies
- digital roughs & proofs and feedback provided by others & insights gained
- final design solution

No late assignments will be considered for grade.

GRADING CRITERIA

20% Technical:
> Press-ready layout files, Publish-ready web files. (or file formats are as requested)
> (All or nothing)

50% Concept/Message/Delivery:
> Is this portfolio-level thinking and execution?
> (imagery choices/treatments, typography, visual hierarchy, color, understanding of audience…)

15% Presentation/Craft/Delivery:
> Professional client-orientated presentation, appropriately delivered.

15% Documented Process:
> Research, inspiration, resource gathering, ideation, mock-ups, proofing/testing…)

SUMMER COURSES: 3 ASSIGNMENTS WILL BE GIVEN

A1: Experimental Grid / Multi-page layout—*34% of final grade*
A2: Vintage Branding—*33% of final grade*
A3: 360° Customer Experience—*33% of final grade*

EXTRA CREDIT

Attend and submit written summary of industry-related event for 2 pts. each—maximum of 6 points. All submissions for extra credit must be submitted before the withdrawal deadline for consideration.

The final grade will be determined by grades earned on required projects, participation and a positive attitude in the class. The following is the Valencia's Community College Grading scale:

A = 100 - 90		Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.
B = 89 - 80		High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.
C = 79 - 70		Satisfactory completion of course requirements and mastery of essential course competencies.
D = 69 - 60		Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.
F = 59 or less		Failure to perform required work or to master required course material and competencies.

A final grade of "C" or better is required for this course in order to meet prerequisite requirements for higher level courses or to be used as credit towards an AS degree in Graphic & Interactive Design.

SUBJECT TO CHANGE

week	date	in-class / due	between class meetings
1	07-May	Course Overview and Expectations, A1 Open [semester long project]	○ Post topic choices by Friday for feedback. Drop/Refund Deadline is May 13, by 11:59pm
2	14-May	A1 Research Due / Sketches Due, Discussion of A2	○ Post Work-In-Progress on A1 by Friday, ○ Complete asset gathering for A1, ○ Complete research and sketches for A2
3	21-May	A2 Research Due / Sketches Due A1 Work-In-Progress Presentation	○ Continue asset gathering for A1, ○ Continue research and asset gathering for A2
4	28-May	A1 Work-In-Progress Presentation A2 Design assets Due—Proof of WIP	○ A1 begin layout, ○ A2 begin design
5	04-Jun	A1 Work-In-Progress Presentation A2 Work-In-Progress Presentation	○ ○
6	11-Jun	A1 Work-In-Progress Presentation A2 Work-In-Progress Brand Assets Due	○ ○
7	18-Jun	A2 Final Due (Brand Assets + Presentation) Discussion of A3, A1 wip print proof Due	○ ○
8	25-Jun	A3 Research, concepts and initial design assets Due	○ ○
9	02-Jul	A3 Work-In-Progress Presentation A1 Work-In-Progress Presentation	○ ○
10	09-Jul	A3 Work-In-Progress Presentation A1 Work-In-Progress Presentation	○ ○
11	16-Jul	A3 Work-In-Progress Presentation A1 Work-In-Progress Presentation	○ ○
12	23-Jul	A3 Final Presentation	○ ○
13	30-Jul	A1 Final Presentation	Have a great break!

IMPORTANT DATES & DEADLINES

DROP / REFUND DEADLINE:
Monday, May 13 by 11:59 PM

NO SHOW REPORTING:
May 14–23

WITHDRAWAL DEADLINE:
July 5, by 11:59 PM

It is the student's responsibility to withdraw themselves through Atlas, by deadlines noted above.

GRADUATION APPLICATION DEADLINE
May 24th—for Summer 2019 graduation.

COLLEGE CLOSURES
Memorial Day: Monday, May 27th
Independance Day: Thursday, July 4th

Summer Break July 31–Aug 25th
Campuses remain open, Labs are closed.

GRAPHICS HANGOUTS —once a month, dates TBD