ADVANCED STUDIO: GD
ART 4640

S_24

STAFFORD 200

TUESDAY / THURSDAY
8:00am - 10:50pm
----
shauha.us/MSU/msu/
spring_24/4640_S_24

F2F

INSTRUCTOR

AUBREY POHL (HE/HIM)
APOHL@CAAD.MSSTATE.EDU
(48 HOUR RESPONSE)
APOHL.XYZ
STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL
AND/OR
SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.

ADVANCED STUDIO / GRAPHIC DESIGN / SPRING 2024

COURSE DESCRIPTION

Welcome to Advanced Studio: Graphic Design. This is the capstone course in the Graphic Design program. During your time in this course, you will develop, hone, rework, and finalize a portfolio of your best work, build an accompanying portfolio website, produce self-promotional material, and design and install an exhibition to feature the work of yourself and your classmates. The exhibition, along with an oral and visual presentation of your portfolio materials at the end of the course is required to receive a BFA with an emphasis in Graphic Design from Mississippi State University.

COURSE STRUCTURE

Throughout this course, we will engage in a series of projects, each of which overlap and intersect with one another in certain areas. This course will be among the most intense and demanding that you have encountered during your tenure as a student of Graphic Design. The course is broken down into the following projects:

PROJECT 01 / SELF-PROMO DESIGN
PROJECT 02 / PORTFOLIO
PROJECT 03 / PORTFOLIO WEBSITE
PROJECT 04 / EXHIBITION
PROJECT 05 / EXIT INTERVIEWS

Every project will be introduced in the first two weeks of the course. Because so many objectives overlap from one project to the next, they must be introduced in this fashion. However, the course schedule is designed to allow for staggered checkpoints and deadlines for each objective.

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REQUIREMENTS
----
* PERSONAL LAPTOP / COMPUTER (MAC OS HIGHLY RECOMMENDED)
* ADOBE CREATIVE SUITE INSTALLED AND READY
* CAMERA (SMART PHONE WILL WORK)
* 1 TB HARD-DRIVE (AT LEAST)
* SKETCHBOOK
* SKETCHING MATERIALS (MICRON OR SIMILAR HIGHLY SUGGESTED)
* JOIN THE COURSE DISCORD SERVER
* MOUSE HIGHLY SUGGESTED
* BE PREPARED TO PAY FOR PRINTER PAPER, INK, ETC
* READING MATERIAL TBD
* FURTHER MATERIALS AND RESOURCES TBD
* AN OPEN MIND

COURSE OBJECTIVES

This course has many objectives, but perhaps the most promi-
nent and primary area of focus will be to design and produce
a portfolio (including a website, self-identity, and design
philosophy) that will act as a catalyst for your career as an
emerging designer in the professional field. The creation of
your portfolio is not only an accumulation of past works, but
in many cases, includes a re-visitation and re-design of said
works, or the creation of new work entirely. The goal is to
produce a portfolio that best represents you as a designer, but
also that will help to focus your efforts into the sector of
graphic design you are most interested in.

Please find a list of course objectives below:

Design and curate a digital portfolio
Design and curate a portfolio website
Assist in the design and production of a group exhibition
Observe and manage multiple (overlapping) deadlines
Observe and hone time management skills
Design self-promotional material
Identify and focus design philosophies
Practice and hone presentation skills

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ATTENDANCE POLICY

Attendance is not only mandatory, but absolutely vital to the development of your work and processes as an emerging designer. In my classes, or life in general for that matter, it is import- ant to understand that mental and physical health comes before all else. I can be very flexible when it comes to lateness or absences, and ask that you communicate with me via email as you are comfortable if you are facing a crisis that you believe is going to affect your attendance. Do not abuse this flexibil- ity, as it comes from a place of respect for each of you as human beings, I ask that you return this respect to me and my class (and each other). Design is an act of community, and your interactions with your peers and figures of design authority alike is one of the most important factors in learning design. My attendance policy is as follows:

Everyone is granted two free absences. That means you can miss two classes without notice and without penalty.
*this does not apply to project critique days.

Every (recorded) absence after your two free days result in a letter grade drop per absence.
(for example: 3 absences = automatic B, 4 = C, etc).

*** by staying in this course you agree to the rules and guide- lines in this syllabus. Please refer to the following link to observe the important and mandatory MSU academic policies that fall under this agreement:

https://www.provost.msstate.edu/faculty-student-re- sources/university-syllabus ***

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EVALUATION / GRADING

Student work and projects will be evaluated as follows:

Each project starts at the ground floor, level 0, which means each student much effectively complete the project in order to attain the highest possible grade. This grade is determined by work ethic, execution, process work, engagement, conceptual de-velopment and application, and meeting of set deadlines.

Every deadline is a crucial part of the project, and must be met with the highest possible degree of completion. As a designer myself I understand the development of individual workflows and processes, however, as projects develop I will work with stu-dents to advise and inform these processes under the guidelines of the course / projects.

Projects are evaluated not only by the quality of the work, but also by the level of care, detail, research, and development put into the objective.

*YOUR FIRST IDEA IS VIRTUALLY NEVER YOUR BEST IDEA. Working through your ideas and concepts alongside instructor direction and peer review is crucial to formulating your best work.

Evaluation breakdown (subject to change):

~ 30% Exercises / Mini Projects
~ 50% Projects (From concept development to execution)
~ 20% Engagement in group critiques, class discussions, research, processes work, and daily attendance / engagement.

I will never tell you what to do. My job (as I see it) is to provoke, assist, inspire, and improve your ideas, not create them for you (self discovery!!).

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COURSE CONDUCT

In this course, and in all things, please practice respect, kindness, honesty, understanding, and decency. Please refrain from using phones or other technology when class or a discussion is in session. Please refrain from working on outside projects while in the classroom (use the time we have wisely!). Please show kindness and respect to your classmates, instructor, and respect at all times, but especially when work is being discussed, presented, or critiqued.

MS State email accounts are to be checked every single day. It is recommend that students check it at least twice a day, in the morning and evening. Failing to check email is not a valid excuse for being behind/unprepared.

Students are expected to be dedicated and self-motivated. Design education must be supplemented with self-directed research. Therefore, students are expected to exercise critical thinking skills, edit, troubleshoot/problem solve, research, seek software tutorials when necessary, etc. of their own volition.

Evidence of sincere and significant progress is expected at each and every meeting. Students are expected to work hard in and out of class. Students are expected to be resourceful and exercise time management skills. It is unacceptable use printing or technical issues as excuses for poor craftsmanship. Students should begin printing with plenty of time to spare for unexpected problems. Students should frequently and consistently back up their work. Backing up to numerous locations is highly recommended (e.g., dropbox, external hard drive(s), google drive, etc.). Computers crash. However, a crash is not an excuse for being unprepared for class or falling behind on assignments.

BE KIND!

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ADVANCED STUDIO: GD      IMPORTANT DATES
ART 4640                -----------------------------------------------------------
-----------------------
S_24                    JAN
-----------------------  -----------------------------------------------------------
STAFFORD 200                22    LAST DAY TO DROP A CLASS WITHOUT A GRADE
-----------------------     23    LAST DAY TO REGISTER OR ADD A COURSE
TUESDAY / THURSDAY
8:00am - 10:50pm        FEB
-----------------------  -----------------------------------------------------------
shauha.us/MSU/msu/          26    FIRST PROGRESS GRADES
spring_24/4640_S_24
-----------------------  MAR
F2F                      -----------------------------------------------------------
-----------------------     04    MID-POINT OF SEMESTER
                            05    LAST DAY TO DROP A CLASS WITH A 'W'
                            11-15 HOLIDAY (NO CLASS)
INSTRUCTOR                  28    SECOND PROGRESS GRADES
-----------------------     29    HOLIDAY (NO CLASS)
AUBREY POHL (HE/HIM)
APOHL@CAAD.MSSTATE.EDU   APR
(48 HOUR RESPONSE)       -----------------------------------------------------------
APOHL.XYZ                   01    HOLIDAY (NO CLASS)
STAFFORD 211               29    LAST DAY OF CLASS


                        MAY
OFFICE HOURS             -----------------------------------------------------------
-----------------------     01    READING DAY
BY APPOINTMENT / EMAIL      02-08 FINAL EXAMS / CRITIQUES
*AND/OR*
SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.
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ADVANCED STUDIO: GD        COURSE OVERVIEW TIMELINE (some dates are tentative)
ART 4640                   ------------------------------------------------------------
----------------------     WEEK 01    COURSE INTRODUCTIONS
S_24                                  PROJECT INTRODUCTIONS
----------------------                PRELIMINARY SURVEY + RESEARCH
STAFFORD 200               ------------------------------------------------------------
----------------------     WEEK 02    START OF PROJECT 01 / SELF-PROMO
TUESDAY / THURSDAY                    START OF PROJECT 02 / PORTFOLIO
8:00am - 10:50pm           ------------------------------------------------------------
----------------------     WEEK 03    START OF PROJECT 03 / WEBSITE
shauha.us/MSU/msu/                    START OF PROJECT 04 / EXHIBITION
spring_24/4640_S_24        ------------------------------------------------------------
----------------------     WEEK 04    PROJECT 01 / SELF-PROMO / PROGRESS CRITIQUE
F2F                                   PROJECT 02 / PORTFOLIO / AP CHECK-IN
----------------------     ------------------------------------------------------------
                           WEEK 05    PORTFOLIO WORKSHOP #1 GROUP 01 / PEER-FEEDBACK
                                      PORTFOLIO WORKSHOP #1 GROUP 02 / PEER-FEEDBACK
INSTRUCTOR                 ------------------------------------------------------------
----------------------     WEEK 06    PROJECT 02 / PORTFOLIO / AP CHECK-IN
AUBREY POHL (HE/HIM)                  PROJECT 03 / WEBSITE / AP CHECK-IN
APOHL@CAAD.MSSTATE.EDU                PROJECT 04 / EXHIBITION / AP CHECK-IN
(48 HOUR RESPONSE)         ------------------------------------------------------------
APOHL.XYZ                  WEEK 07    END OF PROJECT 01 / SELF-PROMO
STAFFORD 211                             IN CLASS CRITIQUE / PRESENTATION
                                        SELF-PROMOS DUE IN-CLASS IN-PERSON
                                      PROJECT 04 / EXHIBITION / DESIGN SYSTEM DUE
OFFICE HOURS               ------------------------------------------------------------
----------------------     WEEK 08    PORTFOLIO WORKSHOP #2 GROUP 01 / GUEST PANEL
BY APPOINTMENT / EMAIL                PORTFOLIO WORKSHOP #2 GROUP 02 / GUEST PANEL
*AND/OR*                   ------------------------------------------------------------
SCHEDULE A TIME TO MEET    WEEK 09    SPRING BREAK / NO CLASS
IN MY OFFICE OR AT 929     ------------------------------------------------------------
COFFEE BAR.                WEEK 10    PROJECT 04 / EXHIBITION / POST CARDS + WEBSITE
----------------------                   POST CARDS READY FOR SHIPPING
                                         WEBSITE LIVE (AT THE LATEST)
                                         BASIC SOCIAL MEDIA
                           ------------------------------------------------------------
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ADVANCED STUDIO: GD       WEEK 11    AP ON FIELD-TRIP TO MONTGOMERY, AL
ART 4640                             RESEARCH / WORKING DAY(S)
----------------------               PROJECT 04 / EXHIBITION / POST CARD SHIPPING
S_24                                 --------------------------------------------------------------
----------------------    WEEK 12    END OF PROJECT 02 / PORTFOLIO
STAFFORD 200                         END OF PROJECT 03 / WEBSITE
----------------------                  IN CLASS CRITIQUE / PRESENTATION
TUESDAY / THURSDAY                       DIGITAL PORTFOLIO (PDF) SUBMITTED
8:00am - 10:50pm                         PORTFOLIO WEBSITE LINK SUBMITTED
----------------------               --------------------------------------------------------------
shauha.us/MSU/msu/        WEEK 13    PROJECT 04 / EXHIBITION / PREPARE PROJECTS
spring_24/4640_S_24                  PROJECT 04 / EXHIBITION / DESIGN + MATERIAL
----------------------               --------------------------------------------------------------
F2F                       WEEK 14    PROJECT 04 / EXHIBITION / PREPARE PROJECTS
----------------------               PROJECT 04 / EXHIBITION / DESIGN + MATERIAL
                                     --------------------------------------------------------------
                          WEEK 15    PROJECT 04 / EXHIBITION / INSTALL
INSTRUCTOR                           PROJECT 04 / EXHIBITION
----------------------               --------------------------------------------------------------
AUBREY POHL (HE/HIM)      WEEK 16    PROJECT 04 / EXHIBITION
APOHL@CAAD.MSSTATE.EDU               PROJECT 04 / EXHIBITION / UNINSTALL
(48 HOUR RESPONSE)                   END OF PROJECT 04 / EXHIBITION
APOHL.XYZ                            --------------------------------------------------------------
STAFFORD 211              WEEK 17    END OF CLASSES
                                     END OF SEMESTER
                                     :)
OFFICE HOURS                         :(
----------------------               --------------------------------------------------------------
BY APPOINTMENT / EMAIL    EXAM DAYS  PROJECT 05 / EXIT INTERVIEWS
*AND/OR*                             CELEBRATE!!!!!!!!!!!!!!!!!!!
SCHEDULE A TIME TO MEET
IN MY OFFICE OR AT 929
COFFEE BAR.
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CONTACT HOURS	COURSE OVERVIEW / CONTACT HOURS
03	WEEK 01 COURSE INTRODUCTIONS
	PROJECT INTRODUCTIONS
03	PRELIMINARY SURVEY + RESEARCH
03	WEEK 02 START OF PROJECT 01 / SELF-PROMO
03	START OF PROJECT 02 / PORTFOLIO
03	WEEK 03 START OF PROJECT 03 / WEBSITE
03	START OF PROJECT 04 / EXHIBITION
03	WEEK 04 PROJECT 01 / SELF-PROMO / PROGRESS CRITIQUE
03	PROJECT 02 / PORTFOLIO / AP CHECK-IN
03	WEEK 05 PORTFOLIO WORKSHOP #1 GROUP 01 / PEER-FEEDBACK
03	PORTFOLIO WORKSHOP #1 GROUP 02 / PEER-FEEDBACK
03	WEEK 06 END OF PROJECT 01 / SELF-PROMO
	IN CLASS CRITIQUE / PRESENTATION
	SELF-PROMOS DUE IN-CLASS IN-PERSON
03	PROJECT 04 / EXHIBITION / DESIGN SYSTEM DUE
03	WEEK 07 PORTFOLIO WORKSHOP #2 GROUP 01 / GUEST PANEL
03	PORTFOLIO WORKSHOP #2 GROUP 02 / GUEST PANEL
03	WEEK 08 PROJECT 02 / PORTFOLIO / AP CHECK-IN
	PROJECT 03 / WEBSITE / AP CHECK-IN
03	PROJECT 04 / EXHIBITION / AP CHECK-IN
	WEEK 09 SPRING BREAK / NO CLASS
03	WEEK 10 PROJECT 04 / EXHIBITION / POST CARDS + WEBSITE
	POST CARDS READY FOR SHIPPING
	WEBSITE LIVE
03	BASIC SOCIAL MEDIA

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            WEEK 11    AP ON FIELD-TRIP TO MONTGOMERY, AL
                       RESEARCH / WORKING DAY(S)
      03               PROJECT 04 / EXHIBITION / POST CARD SHIPPING
--------------    ----------------------------------------------------------
      03    WEEK 12    END OF PROJECT 02 / PORTFOLIO
      03               END OF PROJECT 03 / WEBSITE
                            IN CLASS CRITIQUE / PRESENTATION
                            DIGITAL PORTFOLIO (PDF) SUBMITTED
                            PORTFOLIO WEBSITE LINK SUBMITTED
--------------    ----------------------------------------------------------
      03    WEEK 13    PROJECT 04 / EXHIBITION / PREPARE PROJECTS
      03               PROJECT 04 / EXHIBITION / DESIGN + MATERIAL
--------------    ----------------------------------------------------------
      03    WEEK 14    PROJECT 04 / EXHIBITION / PREPARE PROJECTS
      03               PROJECT 04 / EXHIBITION / DESIGN + MATERIAL
--------------    ----------------------------------------------------------
      03    WEEK 15    PROJECT 04 / EXHIBITION / INSTALL
      03               PROJECT 04 / EXHIBITION
--------------    ----------------------------------------------------------
      03    WEEK 16    PROJECT 04 / EXHIBITION
                       PROJECT 04 / EXHIBITION / UNINSTALL
      03               END OF PROJECT 04 / EXHIBITION
--------------    ----------------------------------------------------------
            WEEK 17    END OF CLASSES
                       END OF SEMESTER
                       :)
                       :(
--------------    ----------------------------------------------------------
      03    EXAM DAYS  PROJECT 05 / EXIT INTERVIEWS
                       CELEBRATE!!!!!!!!!!!!!!!!!!!
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      TOTAL:
      90
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