

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

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This course has many objectives, but perhaps the most prominent 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 important 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 flexibility, 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 guidelines 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-resources/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 must effectively complete the project in order to attain the highest possible grade. This grade is determined by work ethic, execution, process work, engagement, conceptual development 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 students 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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IMPORTANT DATES

JAN

22 LAST DAY TO DROP A CLASS WITHOUT A GRADE
23 LAST DAY TO REGISTER OR ADD A COURSE

FEB

26 FIRST PROGRESS GRADES

MAR

04 MID-POINT OF SEMESTER
05 LAST DAY TO DROP A CLASS WITH A 'W'
11-15 HOLIDAY (NO CLASS)
28 SECOND PROGRESS GRADES
29 HOLIDAY (NO CLASS)

APR

01 HOLIDAY (NO CLASS)
29 LAST DAY OF CLASS

MAY

01 READING DAY
02-08 FINAL EXAMS / CRITIQUES

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COURSE OVERVIEW TIMELINE (some dates are tentative)

WEEK 01	COURSE INTRODUCTIONS PROJECT INTRODUCTIONS PRELIMINARY SURVEY + RESEARCH
WEEK 02	START OF PROJECT 01 / SELF-PROMO START OF PROJECT 02 / PORTFOLIO
WEEK 03	START OF PROJECT 03 / WEBSITE START OF PROJECT 04 / EXHIBITION
WEEK 04	PROJECT 01 / SELF-PROMO / PROGRESS CRITIQUE PROJECT 02 / PORTFOLIO / AP CHECK-IN
WEEK 05	PORTFOLIO WORKSHOP #1 GROUP 01 / PEER-FEEDBACK PORTFOLIO WORKSHOP #1 GROUP 02 / PEER-FEEDBACK
WEEK 06	END OF PROJECT 01 / SELF-PROMO IN CLASS CRITIQUE / PRESENTATION SELF-PROMOS DUE IN-CLASS IN-PERSON PROJECT 04 / EXHIBITION / DESIGN SYSTEM DUE
WEEK 07	PORTFOLIO WORKSHOP #2 GROUP 01 / GUEST PANEL PORTFOLIO WORKSHOP #2 GROUP 02 / GUEST PANEL
WEEK 08	PROJECT 02 / PORTFOLIO / AP CHECK-IN PROJECT 03 / WEBSITE / AP CHECK-IN PROJECT 04 / EXHIBITION / AP CHECK-IN
WEEK 09	SPRING BREAK / NO CLASS
WEEK 10	PROJECT 04 / EXHIBITION / POST CARDS + WEBSITE POST CARDS READY FOR SHIPPING WEBSITE LIVE BASIC SOCIAL MEDIA

