GRAPHIC DESIGN 01
ART 3313

F_24

STAFFORD 200

MONDAY / WEDNESDAY
SEC 01:
8:00am - 10:50am
SEC 02:
11:00am - 1:50pm

SHAUHA.US

F2F

INSTRUCTOR

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

OFFICE HOURS

BY APPOINTMENT / EMAIL
OR
Tu/Th 10:00am - 1:00pm

ART 3313 GRAPHIC DESIGN 01

COURSE DESCRIPTION

This course builds upon foundational understandings of design and examines a variety of practices under the (vast and ever-expanding) umbrella of visual communication. (Graphic) Design is a fluid practice, and how we approach an issue of design can be just as important as the final output itself. We will explore methods of concept development and execution, and take a specific focus on research (process) as a tool for design. The designer's toolbox is infinite and undefined, and is important that we experiment with these tools, traditional and alternative alike.

COURSE OBJECTIVES

- • Explore and hone identity and branding design
- • Engage in methods of printed design outputs
- • Utilize methods of research for design
- • Build upon concept development skills
- • Enhance presentation and documentation skills
- • Explore and build workflows for design
- • Explore the intersections of: typography, photography, and graphic form

COURSE STRUCTURE

The primary amount of work should be done outside of the classroom. The time we have in class should be focused on discussing work and research, engaging in critiques and discussions, and observing lectures or other learning objectives.

WHAT? WHY? HOW?
In every instance, whether you are working on your own, engaging in a critique, or observing your outputs, you can answer these three questions.

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What? - What are you observing, solving for, or reacting to?
Why? - What is motivating your research? Why is it relevant?
How? - How to you plan to apply your research and methods?

RESEARCH/WORKING DAYS:
Research and working days are days in which class time is used for continued research, experimentation, iteration, discussion, and observation of current or ongoing projects, as well as course lectures. Unless stated otherwise, research and working days will be held in the classroom.

WORKSHOPS:
Workshops are quick turn-around, low risk, but focused assignments that engage or introduce students to new tools, processes, or material relevant to the course objectives and research.

MAIN/RESEARCH PROJECT(S):
The Main/Research Project(s) are at the center of the course, and will be the primary focus throughout the semester. These projects engages students in long format design research and experimentation with focused outcomes, and in addition to producing a visually communicative design output, also requires students to document working processes and methods in as much detail as possible. This documentation of research, which will exist as a potential research publication, is an extension of the Main/Research Project(s) as a whole.

REQUIREMENTS

· 	A computer with as much RAM and GPU as you can afford
· 	An external hard drive and/or cloud storage service
	(OneDrive, Google Drive, Sandisk, etc)
· 	A sketchbook and sketching material
· 	Adobe Creative Suite
· 	Additional tools and reading material TBD
· 	An open mind (abstract mind?)

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DEVICE POLICY

No phones, headphones, tablets, computers, or other devices of
any kind should be in use during discussions, critiques, dem-
os, and lectures (unless stated otherwise). However, when we
are not engaging in a class-wide activity, we will listen to
music (headphones are okay during this time).

ATTENDANCE POLICY

Attendance is not only mandatory, but absolutely vital to the
development of your work and processes as an emerging design-
er. It is important to understand that mental and physical
health comes before all else always. I can be flexible when it
comes to lateness or absences, and ask that you communicate
with me via email if you are unable to attend a class. Please,
do not abuse this flexibility, as it comes from a place of re-
spect for each of you as human beings, I ask that you return
this respect to our class (and each other). Design is an act
of community, and your interactions with your peers and pro-
fessors 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).

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EVALUATION / GRADING

Student work and projects will be evaluated as follows:

Your grade is determined by work ethic, execution, process
work, engagement, research, conceptual development and appli-
cation, and meeting of set deadlines. Projects are evaluated
not only by the quality of the work, but also by the level of
care and detail put into the objective.

Every deadline is a crucial part of the project, and must be
met with the highest possible degree of completion. The devel-
opment of individual workflows and processes is an importance
factor of design, however, as projects develop I will work
with students to advise and inform these processes under the
guidelines of the course &/or projects.

*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. It-
eration and experimentation are CRUCIAL (and exciting)!

Evaluation breakdown (subject to change):

~ **20%** Exercises / Mini Projects
~ **60%** Projects (From concept development to execution)
~ **20%** Engagement in group critiques, class discussions,
research, processes work, and daily attendance / engagement.

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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 is crucial.
Consider this formula:

1. Identify (what are we hoping to solve via design?)
2. Research (why is it relevant? what has/hasn't been done?)
3. Hypothesize (how can design be applied?)
4. Experiment (put your theories to the test)
5. Document (what? why? how? process makes practice)
6. Iterate (repeat and improve your strongest experiments)
7. Justify (review your experiments. discuss your results)
8. Finalize (informed by the process, finalize and apply)
9. Communicate (observe the response, share your results)

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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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