

BFA IN GRAPHIC DESIGN

Assistant Professor | Shannon McCarthy

Office Location | Campbell 421

DES 454 | Roark | M/W 11AM–1:30PM | SPRING 2022

Email | shannon.mccarthy@eku.edu

Student Hours | By appointment

1. COURSE INFORMATION

This class meets Monday and Wednesday from 11AM–1:30PM in Roark. The Final for this class will be Wednesday, May 11th from 10:30AM–12:30PM. Prerequisites: DES 453, Major GPA 2.5, and admission to the BFA program. Co-requisite: ART 499. Final phases of the student designer's transition into the profession. Additional guidance towards portfolio and senior thesis development.

2. LEARNING OUTCOMES

LEARNING OUTCOMES:

- Students will learn graphic design portfolio strategies in print media and digital media
- Students will learn to define their own responsibility/style in a context of graphic design/ professionalism in graphic design
- Students will learn about Exhibition and Portfolio design (with DES 454 & ART 499).

COURSE GOALS:

Students will be assessed on their ability to produce a well rounded representation of their learning and understanding of graphic design

- Produce a high quality portfolio showcasing strong samples of work
- Present a resume that identifies key attributes and milestones
- Effectively create a body of work that demonstrates craft, character and talent

3. COURSE REQUIREMENTS

CLASS ATTENDANCE /COVID-19 ATTENDANCE POLICY

Attendance: Students are expected to attend class and actively participate in all aspects of the learning process. This includes class discussions, written work, and in-class activities. National and local studies have shown a direct correlation between attendance and grade performance. Therefore, attendance is considered mandatory.

Students who miss more than 10% of the regularly scheduled class meetings due to unexcused absences are subject to failing the course. For example: Students enrolled in classes that meet 2 times a week may not exceed 3 unexcused absences for the semester. For the purposes of this course, "excused absences" include verifiable medical or family emergencies, University approved activities (accompanied by a University excuse), illness (yours or a family member's), and other absences as outlined in the University's "Student Absence from Class" policy.

Students should be prepared to document the reasons for the absence. You must provide this documentation to me immediately following the class you missed. I will not ask for it.

When missing a class is unavoidable, please extend me the courtesy of prior notice, via email.

Students whose absences are not excused will not normally be allowed to make up tests, quizzes, and/or assignments. Students who anticipate having a high number of excused absences should contact their instructor as soon as the situation arises so that they can make arrangements for how to handle missed class time. If you miss a class, it is your responsibility to gather any missed information from a fellow student. Being absent one day, does not excuse you from work due the next. Late arrival or early departures from class that are unexcused will be considered in the tabulation of absences as

well. If a student is more than 10 minutes late to class three times that will count towards 1 unexcused absence from class. I.e. Late 3 times = 1 absence, 6 times = 2 absences etc. If a student is late is it the responsibility of the student to inform the teacher they have arrived and ask a classmate what they have missed.

No late work will be accepted.

I.e. All projects and assignments are due at 8am, they will not be accepted at 8:01am

So though you can be late up to 10 mins (which tabulations towards absents) if there is something due on that particular day it is due at 8am and will not be accepted after that time.

In-class exercises, critiques and quizzes cannot be made up unless the absence is excused.

Please notify me immediately if you are absent from class with an excused absence to set up a make-up time for missed quizzes or tests during my office hours or by appointment.

COVID 19

Students will not receive a grade penalty for missing class due to self-isolation or quarantine, but should notify the instructor as soon as they are aware of the need to miss class. Students are expected to make up missed work.

MATERIALS

Course Materials

Digital File Storage: Look into Dropbox, Googledrive, iCloud.

Remember that data can corrupt and jump drive's can break or get lost; always, have your work backed up in at least two places. You are responsible for your files, work will not be excused because a file is missing or corrupt.

BFA Work & Portfolio: Think ahead about purchases in the form of printing, framing, portfolio.

CLASS ETIQUETTE

Come to class! A college classroom is a forum for the exchange of information, ideas, and opinions. You are expected to attend all classes, be punctual, stay the entire class period, and be prepared to participate in lectures, critiques, in-class exercises and presentations. Bring all necessary materials, tools, research data and work in progress to class. When a project is due, it must be completed as specified on the project sheet. Critiques are a crucial part of an art education and within the development of your work. You will learn how to present and talk about your work as well as give and receive constructive criticism.

CELL/SMART PHONE POLICY

UPON ENTERING CLASS, PLACE YOUR PHONE ON SILENT

Refrain from using your phone for texting, facebook, gaming, instagramming, etc during lectures, critiques, presentations, and in-class discussions. Please do not use your phone for taking notes during class. (1) The first time I see you using the phone in any way, I will ask you to put it away. (2) The second time I see you using the phone in any way, I reserve the right to take the phone and hold it until the end of class. (3) The third time I see you using the phone in any way, you will be required to place your phone on the lecture station at the start of class, every class, until the end of the semester. It's important to develop polite phone etiquette as a student so that you don't carry bad habits into your professional life.

4. GRADING PROCEDURES

There will be two major projects throughout this semester. 1. Your portfolio in physical, digital and website form. This will involve a minimum of 10 and max of 12 projects to display. Projects will be updated, critiqued and expanded to suit a senior level portfolio of work. 2. Your main BFA project that features the subject of your choice. With these two main projects you will have small assignments throughout the semester. Each project will be evaluated on craft, concept, process,

composition, and meeting all interim deadlines. Project sheets will provide details on the project objective, specifications, and schedule. Project sheets will provide details on the project objective, specifications, and schedule and include progress points and how much the homework involved in that project is worth. There will also include a scoring rubric so that the student is aware of how the project will be graded. Midterm and final grades will be determined by averaging project progress, final project grades, attendance, and participation.

GRADING

A (90–100) // The A student has completed all of the work and has met all of the expectations indicated in the course requirements at a superior level. The student has demonstrated technical skills and mastery of the media as well as an intellectual comprehension and curiosity about the theme. The student does not miss class, is prompt and completes all work on time. The work shows outstanding creativity, an imagination and an excellent execution. The student is motivated, willing to improve, and participates in all aspects of the class. The student has all supplies, materials, and research and comes to class prepared to execute work. In addition, he/she participates in critiques, discussions and interacts with peers and faculty. Process: Extensive exploration of ideas; evidence of steady progress shown through sketches is clear and consistent; ideas are thoroughly evaluated and clearly used to inform steps taken in development and refinement stages.

B (80–89) // The B student has completed the work and has met all of the requirements at a level consistently above average (good). The student never misses class and is continuously prompt. Projects: They have demonstrated a good understanding of the media. The solution shows above average creativity with a good sense of imagination and a good execution. A positive attitude is reflected in working habits and class participation. The student has all supplies, materials, and research and comes to class prepared to execute work. In addition, he/she participates in critiques, discussions and interacts with peers and faculty. Process: The required amount of ideas are generated and are moderately varied, some sporadic evidence of progress is shown through sketches; ideas are evaluated and connected loosely to the development and refinement stages of projects.

C (70–79) // The C student has completed the assignments and the requirements at a level of average consistency. Projects: The work shows some imagination and creativity with fair execution. Throughout the semester, some improvement in performance is made and some familiarity with concepts and techniques is acquired. Work habits and class participation is good. The student has all supplies, materials, and research and comes to class prepared to execute work. In addition, he/she participates in critiques, discussions and interacts with peers and faculty. Process: A few ideas are often generated; little evidence of progress is shown through sketches; ideas appear to be occasionally evaluated; loose connections of process work to the development and refinement of ideas is seldom visible.

D (60–69) // The D student completes all of the work as required but shows no improvements and little imagination. Their concepts are weak and ill considered. Process: A single idea is typically generated; evidence of any progress is difficult to find; few sketches have been made; evaluation of ideas isn't evident; connection of process work to the development and refinement of ideas is unclear.

F (0–59) // The F student has not completed all of the work assigned. The student has missed 6 or more classes and not provided proper documentation for absences to be excused. The work is poor and created with no effort. Process work is not generated.

5. ACADEMIC INTEGRITY

ALL IMAGERY, Concepts AND PROJECTS MUST BE ORIGINAL AND YOUR OWN. Simply taking images from the Internet or other sources without altering them is considered plagiarism and will result in a failing grade.

Eastern Kentucky University faculty and students are bonded by principles of truth and honesty which are recognized as fundamental for a community of scholars. The University expects that students will honor and enforce these principles, which contribute to a foundation upon which a

quality education can be built. With this premise the University affirms that it will not tolerate academic dishonesty. Plagiarism is the act of presenting, ideas, words, or organization of a source (published or not) as if they were one's own, without acknowledgement of the source. Plagiarism also includes presenting material, which was composed or revised by any person other than the student who submits it as well as deliberate falsification of footnotes. The use of the term 'material' refers to work in any form including written, oral or electronic (as in the case of computer files). Cheating includes buying, stealing or otherwise fraudulently obtaining copies of examinations or assignments for the purpose of improving one's academic standing. Please refer to the University Handbook for Students for further explanation and details of the Academic Honesty Policy, including repercussions for offenders. Students are advised that EKU's Academic Integrity Policy will strictly be enforced in this course. The Academic Integrity policy is available at www.academicintegrity.eku.edu. Questions regarding the policy may be directed to the Office of Academic Integrity.

6. ADDITIONAL INFORMATION

STUDENT PROGRESS

Please check Blackboard or ask me about your progress. If you think you need to drop the course, keep these days in mind:

- Sunday, Jan. 23: The last to register or drop classes (Dropped classes do not appear on a student's transcript, and there is not fee or tuition penalty.
- Midterm Grades: March 7th
- Sunday, Mar. 13: The last day to drop without a withdrawal fee
- Sunday, April 10: The last day to drop the course with a withdrawal fee

[https://colonelscompass.eku.edu/sites/colonelscompass.eku.edu/files/files/Spring%202021_2025\(1\).pdf](https://colonelscompass.eku.edu/sites/colonelscompass.eku.edu/files/files/Spring%202021_2025(1).pdf)

STUDENT ACCESSIBILITY

Eastern Kentucky University strives to make all learning experiences as accessible as possible. Students registered with the Center for Student Accessibility (CSA), should request accommodation letters from the CSA office. The Center for Student Accessibility will email your academic adjustment letter to you, or you may stop by the office for a hard copy. You will provide your letter to the course instructor(s) immediately. We strongly recommend that you discuss the accommodations needed with your instructor(s). Students who need an accommodation for a documented medical, mental health, or learning difference may register online at accessibility.eku.edu/applying-services, or if you have questions, you may email the CSA office at accessibility@eku.edu or telephone at (859) 622-2933. The Americans with Disabilities Amendments Act (ADAAA) does not consider pregnancy a disability. Students needing accommodations due to pregnancy should contact EKU's Office of Equity and Inclusion, (859) 622-8020 john.dixon@eku.edu. For more information: <https://academicaffairs.eku.edu/syllabi>

LET YOUR VOICE BE HEARD!

Do not be silent in critiques! Everyone is excited to hear other people's ideas on their work. Getting constructive feedback on a design is the best way to make your design more successful. This is not an "I feel or I think" class, when using constructive criticism relate back to your knowledge on design theory and understanding. Talk about composition, the grid, type combinations, color theory, audience and client relationship, designs through history, etc. It is every student's responsibility to be vocally active in critique and group discussions. Ask questions, give rich and helpful feedback, be honest and open, it is a growing process and one that thrives on communication, we are not here pick on short comings we are here to help you grow as a designer and improve upon your designs.

TAKE NOTES!

Make sure to record suggestions given in critiques. Documenting and applying suggestions will improve your work and make portfolio preparation much easier. As mentioned previously, you should have a notebook or sketchbook to record suggestions given in class.

HOMEWORK

Be prepared to work on projects outside of class. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance and remember that I am available to help you.

EMAIL

As a EKU art/design student you are required to check your email every day. I, as well as your other professors, will send you important information and class updates this way. Make it a daily habit NOW to check your email — it will be extremely beneficial as a college student and very useful as a working professional.

EMAIL ETIQUETTE

I will try my hardest to return your email within 24 hours, but cannot guarantee it. Please be respectful of my schedule and plan for a 48-hour response time. Emails received after 7:00pm, will be read the following day. I cannot guarantee that I will be able to respond to your email on weekends. I will most likely be unavailable from 5pm on Friday until 9am Monday morning. Please plan accordingly.

ALWAYS have a subject line, along with your full name and class you taking.

STUDENT HOURS

Student hours are by appointment only. I am here to help you! I will help anyone who asks. If you are having trouble, or have any questions or concerns, please tell me. If you ever feel like you are struggling in my class, want to tell me how much you love a new font you've discovered, or just show me some stuff for critique, I'm here to listen and help. This semester I teach M/W 8–10:30am and 11-1:30pm and T/TH from 8–10:30am and 2–4:30pm and will unavailable at those times.

GRAPHIC DESIGN REQUIRED ACTIVITIES | WORTH 25PTS

As part of this course students must attend at least one of the following activities this semester below:

1. One national or regional conference in design related information (AIGA, Top Con, TECX, etc)
2. Three national or regional design competitions– digitally submitted (FLUX, Addy's, AIGA etc.)
3. One All day student graphic design competition (I.e. Design It Forward KY)
4. Three professional dinners held by design professional and EKU Graphic Design
5. Three professional talks/presentations by designers (or in the field) (Can be live or recorded)

*Talk to me about opportunities you see and mix/match

At the end of the semester students will present on their experience in a presentation format. Students may use presentations supplied online (YouTube etc.) BUT presentation has to be at least 1/2 in length and provide the link to video.

Presentation will include:

- Documentation of appearance (take screenshots of talks/presentations)
- Breakdown of activity and purpose
- What important lessons you learned
- Did you find this activity, meeting, event helpful and informative? Why?
Or what would you change?
- Presentation in DES 250 only PowerPoint / DES 350 + only completed in InDesign
- Presentation in horizontal format
- 3–5 minute presentation
- Label: firstname_Lastname_GDRA_Class_Semester (i.e. Shannon_McCarthy_GDRA_DES350_S22)

WORK ETHIC

As a student, of DES 454, your role is more than just a graphic designer student, you are a member of a community, a studio. Your payment for doing the work in this course will be a grade. Responsibility and reliability are the keys to success in this course and in the professional practice of graphic design. You will be required to follow a specific work ethic. You will need to do the following:

PRODUCE QUALITY WORK

As a graphic designer working in a professional studio, you will be asked to produce completed projects at the highest quality. It is important that your ideas, execution, and presentations be clear, clean, and original. Projects should meet the criteria and guidelines listed. Spend quality time on projects, and do not waste time with multiple things print often to understand the color and printer, come early for execution of project and always have the project in on time because late work will be accepted in the professional world or this class.

PAY ATTENTION TO DETAIL

Check and double check everything you do. Give yourself enough time to review your project and make changes before you show the client. Look for spelling, consistent spacing, typeface usage and consistency, alignment, and accurate content. Give yourself pre-deadlines to obtain to help with scheduling. Need help with scheduling? Ask me.

BE AWARE OF EFFECTIVE DESIGN AND RESEARCH IN THE FIELD

Research and examine good quality curated design works. Read articles and become members of organizations for designers on typography and design (AIGA, Ad Club, SECAC). Use what you have learned when working with clients and team members to build your portfolio and networking. This information is your knowledge that can be used to validate decisions and suggestions for future projects. *If you provide a statement that says research shows*– have that link, article, book, or location supplied and at the ready– I will not take your word..

ESTABLISH INDEPENDENCE BUT ALSO TAKE INITIATIVE

Learn to train yourself through books and online resources. Practice, read, and make it a habit to problem solve and find information on your own. The profession changes and new ideas and technologies become prevalent, so go on online and look at resources. Share with your colleagues in class and offer assistance to all those in need.

PRESENTATIONS AND DEADLINES

Establishing trust is key to designer- to-client success. This trust is established through high quality presentations, achieving set goals, and meeting deadlines. In most cases all team members will have to create a presentation. You want to show the highest quality at all times to train yourself for proficiency. Presentations should tell a story and provide a visual representation of your proposal, with clean, sharp design that uses visual hierarchy and proper type usage.

COMMUNICATE AND RESPOND WITH PROFESSOR AND TEAM MEMBERS

Obtain as much one-on-one assistance and guidance as possible. Clarify what the task is at hand and inform all parties of your process on a project. A successful project must have the assistance and approval of the instructor. Communicate with your team members. Make sure you are available via email and Blackboard to respond to needs on a project. Response time is crucial with real client based projects. Therefore you need to check your email and respond in a prompt manner.

VERBAL AND NON VERBAL CUES

Conducting yourself in a professional manner is just part of being a graphic designer. How you hold your head, look at people and move your body is essential to establishing trust with a client and colleagues. While in this course you will need to follow along, take notes, be attentive, and show confidence when working with team members and especially with clients. Making eye contact,

avoiding looking at a laptop screen, sitting close to a client and introducing yourself are all part of behavioral traits of a design professional. If guest speaker is present you should show respect. You are encouraged to be a part of the discussion and listen in on the presentations as these will always be learning experiences.

BE A TEAM PLAYER

As member of this course, first and foremost, you are part of a community. You own this time and these experiences: ownership is so important to team playing. It is your responsibility to pull your team together, motivate them and assist in completing all the tasks in order to have a successful experience. Be aware of things that occur. Speak up when something needs changing. Offer assistance to other team members if you see them struggling. You are responsible for yourself but also to help and uplift the team in a positive direction. Take the initiative to make a change.

DESIGN STUDIO ROOM MANAGEMENT – Roark 200, 202, 203

Please clean up your space after each class time. Equipment and resources must be treated with respect and are shared by all. The entire class is responsible for making sure workspace is clean. COMPUTER LAB: NO FOOD OR BEVERAGES ARE ALLOWED IN THE COMPUTER LAB.

The Resource Room provides the opportunity for a quiet space to research, discover, work and donate design inspiration. No materials are allowed to leave the Burrier Building and all materials must be “checked out” by the students, letting one of the design professor(s) or student worker that you have taken the resource while in the building. Please return the material to its original place and inform the design professor(s) or student worker that you have returned. Be kind to the Resource Room, it is a shared space. If you are interested with working with a light table, Wacom Tablet or Wood Burner please ask one of the design faculty or student worker. By taking this class and using any of these spaces you agree that you will follow the rules of each room and if caught not doing so can face consequences.

COVID-19 Statement

Students enrolled in this course are required to follow all university policies, including the Student Code of Conduct and policies related to public health and Healthy On Campus initiatives. These initiatives include properly wearing a face covering at all times while in indoor spaces, maintaining distancing, cooperating with efforts to sanitize classroom areas, and other procedures set forth at the ECU website dedicated to COVID-19. It is incumbent upon each of us to do our part to create a safe and healthy environment to live and learn. **A face covering is required inside all ECU buildings, including classrooms.** Wearing a face covering can have a tremendously positive impact on mitigating the spread of the COVID-19 virus. Your health and wellbeing is our primary concern. Following the most current CDC guidelines available in conjunction with the Governor’s executive orders and the direction of the Madison County Health Department.

At a minimum, each of us should:

- Wash your hands often with soap and water
- Cover coughs and sneezes
- Clean and disinfect surfaces in your environment
- Monitor your health for the symptoms of COVID-19 and seek medical attention if needed.
- Self-isolate if you meet the most current guidelines for isolation or:
 - If you have been identified as having a positive COVID-19 test
 - If you have been identified by a health department official as being a primary contact
 - If you are a Person Under Investigation (PUI) for COVID-19.

The university’s response to COVID-19 is fluid and dynamic. Please refer to our website for the latest guidance and university protocols.

See what the Graphic Design Association is doing!

Find them on facebook!

TENTATIVE SCHEDULE

WEEK 1	Jan 19	W Syllabus Packaging Yourself
WEEK 2	Jan 24 & 26	M Presentation of BFA project to class (w/updates from suggestions/feedback from DES 453) + Persona presentation W Presentation on 10–12 projects of portfolio Critique
WEEK 3	Jan 31 & Feb 2	M Due: Action Plan/Calendar Discussion W Work Day
WEEK 4	Feb 7 & 9	M Check Point & Discussion W Work day
WEEK 5	Feb 14 & 16	M Check Point & Discussion W Work day
WEEK 6	Feb 21 & 23	M Check Point & Discussion W Work day
WEEK 7	Feb 28 & Mar 29	M Check Point & Discussion W Work day
WEEK 8	Mar 7 & 9	M Full Portfolio (8+ projects) completed (printed) – Review and Critique W One-on-one with Professor / Work day
WEEK 9	Mar 14 & 16	SPRING BREAK – ORDER MATERIALS NOW TO ARRIVE ON TIME
WEEK 10	Mar 21 & 23	M Check Point & Discussion W Work day
WEEK 11	Mar 28 & 30	M Check Point & Discussion W Work day
WEEK 12	Apr 4 & 6	M Check Point & Discussion/ Mail out BFA showcards W Work days
WEEK 13	Apr 11 & 13	M Check Point & Discussion W Work day
WEEK 14	Apr 18 & 20	M Check Point & Discussion W Mental Health DAY
WEEK 15	Apr 25 & 27	Hang/Display Projects Projects must be hung by April 28th
WEEK 16	May 2 & 4	Bachelor of Fine Art Exhibition Opening Reception
WEEK 17	May 11	W FINAL 10:30am Required Activities Presentation

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calendar for all important dates!

HOLIDAY / BREAKS

Spring Break: March 14th–18th