

# ART 360

## Syllabus for Fall 2011

Ned Irvine, Instructor

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Office: CAB 2036

Office Hours: M/W 11 am–Noon (please make an appt. for other times)

**Email: [irvinen@uncw.edu](mailto:irvinen@uncw.edu) ■→ BEST WAY TO REACH ME**

Office Tel: 962-3416

### Course Web site

[www.ecirvine.net/ART360](http://www.ecirvine.net/ART360)

Username: ART360

Password: alpha

### Course Objective

To develop a further awareness and investigation of the principles, forms, techniques and concepts of visual communication contributing to the theory and practice of graphic design through reading, discussion, assignments, critiques, speakers and field trips.

### Learning Outcomes

- Further develop a method of design problem solving, including designing for a client
- Acquire and further develop graphic design software skills
- Discuss and understand some basic visual communication theories related to designing for an audience
- Participate and respond to basic critique of visual form
- Develop presentation skills related to graphic design practice

### Course Description

During this semester we will be learning about some fairly complex graphic formats and practices, including basic design project and production management for print and screen design. We will also be designing some basic interface and screen graphics. The course work will consist of lectures/demonstrations, discussions, readings, research, and assigned projects. Reading assignments will be available from handouts or more likely, linked from the course site. Reading and research assignments are to be completed outside of class during the assigned period. Work days will also be scheduled to work on assigned projects and to provide individual assistance. Through the course work you will be introduced to some of the theories, design processes and means and methods of print and digital production which inform the basis of contemporary graphic design practice.

### Learning the Software

The software we will be using to complete projects will be demonstrated during class time. Please take notes if you need to, ask questions and purchase the recommended texts if you are having problems learning the software! It is your responsibility to take the time to learn the software in order to complete assigned projects outside of class. The third-party software manuals are optional texts, but it is your responsibility to use them and find answers to your questions. A copy of these manuals will be kept in CAB 2041. I am also available for individual assistance outside of class by appointment. If you are having difficulty in learning the software, please make an appointment to get help from me. Your full participation is required to receive credit for this course. **You must complete all assigned projects in order to pass this course.** I will be asking you for a final digital file of every assigned project and sometimes a printed version at its completion. **Please back up your files, as they are your responsibility!**

### Classroom Policy

You may access the CAB computer classroom 24 hours a day using your student ID as a security swipe card. The classroom is shared by other students taking Music and Theatre classes and doing assigned work for those classes. Please respect your fellow students by making a quiet, productive workspace for all. **Do not bring food or drink into the room—it is prohibited.** Please be sure to make safety a top priority by trying not to work alone in the late hours. Under NO circumstances should doors be propped open for yourself or others if you leave the building. Do not copy any software or fonts onto or from the computers. The computers are there to assist you in completing assigned course work. Please do not use the computers for assignments other than those taught in the classroom without first asking permission. Please report any problems to me regarding equipment, security or any other problems in the classroom. Campus Police should be notified (962-2222) or call 911 in an emergency. Your cooperation is greatly appreciated!

### Academic Honesty

A high value is placed on academic integrity at UNCW, particularly as it pertains to plagiarism. Plagiarism means the appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work. According to stated UNCW policy, each individual is principally responsible for his or her own honesty.

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**Project Grading Criteria**

**Product (assessment of the object):**

Conceptual appropriateness for assignment

Functionality

Visual organization/composition and hierarchy

Craftsmanship/Presentation (cleanliness and precision of final artifact)

**Process (assessment of the student as a problem solver):**

Idea exploration and development of multiple solutions when required

Organization and preparedness

Original thinking

**Professionalism (conduct in relation to course):**

Attendance

Respect of deadlines

Use of class time

Ability to present work verbally

Participation in presentations of work during critiques and class discussions

If you attend class regularly and your work reflects average results and an average amount of effort, you will receive an average grade ("C") in this course. Should you desire a higher grade, you must reflect greater effort in your work both in and out of class, and you must exhibit a consistent willingness to hold yourself accountable to higher standards in your levels of preparation, performance, and participation.

**Class Attendance**

The class meets in CAB 2041. The class meets from 10:00 AM–12:50 PM on Tuesdays/Thursdays. You are expected to be prompt, prepared for class with the assigned work for that class completed, and in attendance until the end of class. Attendance is mandatory. You may miss two days during the semester without penalty (if you must plan ahead, work days are good for this). These days are to accommodate emergencies and illness as well as personal obligations. Three late arrivals to class equal one absence. Lateness to class and days missed beyond this limit will impact your final grade. If you miss more than five classes, you should probably not expect to pass this course. Please let me know in advance via email if you plan to miss a class.

In accordance with NC SL 2010-211, you are entitled to two excused absences for religious observances per academic year. You must inform me in writing the first week of class if you will be missing any classes due to religious observance and using one of the two permissible absences for the academic year. In addition, please inform the Registrar the first week of class who will then confirm your intentions to miss class with the impacted course instructors. Any absence for religious purposes will be considered unexcused unless you submit the request in writing the first week to either me and the Registrar.

**Deadlines**

All assigned work is due promptly at the beginning of the class for which it was assigned or work will be considered "late". Failure to hand in work as assigned will be penalized by downgrading for each day (not class meeting) that your assignment is late. Arriving too late on the day of a critique may also result in downgrading. Your assignments are due even if you have to miss class, so please make arrangements to deliver your work before class to my office or send it to class with a friend if you know that you must be absent. Again, You must complete all assigned projects in order to pass the course.

**Class Participation**

Classes will include work days, critiques, discussions, and lectures/ visual presentations. You are expected to come to class prepared to participate—having done any assigned readings or work, and with all the materials necessary to work productively, participate in class discussions and to take notes.

**Critiques**

We will be critiquing works in progress as well as completed work. Discussing each other's work in depth will generate new ideas for you, and enable you to learn to analyze and think critically about formal, technical, and conceptual issues. It will also enable you to develop verbal literacy within the language of visual communication and help you learn to think on your feet. Your undivided attention and your respectful participation will be expected during these sessions. Remember—a critique of your work is not a critique of you personally. It is simply an opportunity for all of us to learn from each other and to improve the work.

**Student Disabilities**

Students with diagnosed disabilities should contact the Office of Disability Services (962-7555). Please give me a copy of the letter you receive from Office of Disability Services detailing class accommodations you may need.

## **Materials list for ART 360**

### **Paper**

Sketchbook, 11" x 14" is a good size

Colored pencils (can be inexpensive 12-color set)

### **Drawing**

Drawing Pencils: #2 or mechanical pencils are fine

Kneaded eraser

Hand-held pencil sharpener

Black fine point marker

### **Other**

X-acto knife #1 with 10 pack of extra blades!

Rubber cement and Glue Stick

Rubber cement pick-up

> 500 MB "Jump drive"

**Suggested texts** (buy on Amazon.com)

*InDesign CS5 for Windows & Macintosh: Visual QuickStart Guide*

by Sandee Cohen (Paperback is \$19.79 @ Amazon.com)

*Photoshop CS5 for Windows & Macintosh: Visual QuickStart Guide*

by Elaine Weinmann, Peter Lourekas (Paperback is \$23.09 @ Amazon.com)

*Illustrator CS5 for Windows & Macintosh: Visual QuickStart Guide*

by Elaine Weinmann, Peter Lourekas (Paperback is \$23.09 @ Amazon.com)

## **ART 360 / Fall 2011**

### Semester Schedule Draft

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**Individual project schedules will supersede this schedule:**

#### August

- H8.25 Hand out syllabus, materials list; Introduce Reports
- T8.30 Project 1 discussion; software review; research discussion

#### September

- H9.1 Review concept sketches; work in class; software review
- T9.6 Progress crit; work in class; submit to Senior Exhibit class
- H9.8 INSTRUCTOR OUT; Work in class; feedback from SE class
- T9.13 Progress critique of all pieces; work in class
- H9.15 Finish up and hand in all work from Project 1 to SE class;
- T9.20 Introduce Project 2 with client; software & research discussion
- H9.22 Pin up research; begin concept sketches
- T9.27 Pin up 4 concept sketches; work in class
- H9.29 Work in class; Desk crits; Report 1 discussion

#### October

- T10.4 Progress critique
- H10.6 Present solutions to client
- T10.11 FALL BREAK
- H10.13 Introduce Project 3 with client; Project discussion
- T10.18 Research discussion; software demonstration; work in class
- H10.20 Field trip to Modular Graphics
- T10.25 InDesign Q&A; Desk crits.; Work in class; Report 2 discussion
- H10.27 Progress critique with client; Work in class;

#### November

- T11.1 Desk crits. or Projector crit; Work in class
- H11.3 Project 3 final critique w/ client; work in class
- T11.8 Introduce final project; Choose your artist, begin research; Book discussion
- H11.10 Artist content and images selected, Grid discussion; InDesign demo
- T11.15 InDesign demo.; Work in class; Report 3 discussion
- H11.17 Pinup of 2 directions for interior pages; InDesign demo.; Work in class
- T11.22 Report 3 discussion; Work in class
- H11.24 THANKSGIVING HOLIDAY
- T11.29 Pin up rough layouts of entire book; Work day in class

#### December

- H12.1 Work in class on final layouts
- T12.6 Hand in dummy of final book for edits
- T12.13 Final project critique @ 11:00 am**