



Advanced Graphic Design, Studio III

Professional Practice

FALL 2008

August 25- December 15

Syllabus

ART DEPARTMENT
Kiehle Visual Arts Center
St. Cloud State University

Rm. 104, 3-5:45
Mon, Weds

INSTRUCTOR: KEITH CHRISTENSEN

OFFICE: 104A

Office Phone: 320/308-4807

Email: kc@stcloudstate.edu

Office Hours:

Wednesday: 18:00-19:00, and as requested.

(Please confirm a meeting appointment)

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COURSE DESCRIPTION

The course will serve as a senior seminar on the design practice as well as exploring the role of a designer in society. The activity will include readings, written papers, discussions, professional interactions, and presenting portfolios.

There will be a focus on portfolio development and refinement. The objective is to have a well balanced portfolio of graphic design work for professional presentation. This involves re-doing previous work and adding a new personal choice project. This will include designing a personal identity, resume preparation, cover letter and self promotion material. It will involve both a digital portfolio and print portfolio.

OBJECTIVES

- to gain a broad understanding of design issues and practice through readings, discussions and presentations
- to gain exposure to professional practice through participation in a professional organization's activities as well as interaction with individual professionals
- to accomplish portfolio oriented project work that demonstrates a high level of design capabilities

PREREQUISITES

- Graphic Design Majors, Art 320, Art 321, Art 322, or permission of instructor

REQUIREMENTS

- Class members are to present portfolios at the end of the semester

ATTENDANCE POLICY

Everyone is expected to attend classes and activities.

There will be some field trip and excursion activities outside of class. Two unexcused absences will result in a lowered grade. Four unexcused absences may result in not passing the course. Please consult with the instructor if there is an expected absence.

ASSIGNMENTS

There will be assignments that are expected to be handed in on time and to meet the stated or written criteria. If they are late the grade will be lowered.

PARTICIPATION

There will be various assignments including posting comments online with the program D2L-Desire to Learn. Engagement in class activities is evaluated.

READING-RESPONSE PAPERS

There will be short papers written in response to assigned readings. There will be specific guidelines provided and discussions oriented around them.

REQUIRED TEXTS USED IN READINGS

- *How to be a graphic designer without losing your soul* by Adrian Shaughnessy, Princeton Architectural Press, 2004
- *IGA Professional Practices in Graphic Design*, Allworth Press, 2008

ACTIVITIES-RESPONSE PAPERS

There will be short papers written in response to activities during the course. These may include attending lectures, presentations by design professionals, scholars as well as attending exhibitions at museums that are course related.

ACTIVITIES

- outside designer presentations, lectures
- design oriented exhibitions
- other activities as assigned

PORTFOLIO DEVELOPMENT

There will be various assignments related to the portfolio development.

COURSE MATERIALS & EXPENSES

- Portfolio; This can be purchased or made. Please see: www.fastportfolio.com
- Other materials as needed. These will include print outs, boards, spray mount, disks etc.
- Travel to Mpls/St. Paul for field trips

GRADING AND EVALUATION

The final grade will be based on points earned from the activities, project work and portfolios

PARTICIPATION

General participation including use of D2L (5-midterm/ 5-final) 10 pts

DESIGN ISSUES/PRACTICE

1. Reading responses articles assigned, responses 6 readings, 2 pts each 12 pts

2. Activities log-reflection on design experiences, 4 pts each 8 pts

PORTFOLIO DEVELOPMENT*

- Personal identity system, resumé, and cover letter 15 pts
- Project refinement 10 pts
- Original project 15 pts
- Digital Portfolio 10 pts
- Final Portfolio (print) 20 pts

Total 100 pts

* The values of these projects can be negotiated. You may propose to make some worth more and some less depending upon your interests.

* Assignments may be revised and resubmitted in order to improve a grade. Instructor pre-approval is required.

GRADE SCALE/DEFINITIONS

A: 90-100

Excellent performance. Represents achievement that is outstanding relative to the level necessary to meet course requirements.

B: 80-89

Very good performance. Represents achievement that is significantly above the level necessary to meet course requirements.

C: 70-79

Average performance. Represents achievement that meets the basic course requirements in every respect.

D: 60-69

Below average, yet passing. Represents achievement that is worthy of credit, even though it does not meet the basic course requirements in every respect.

F: -59

Represents performance that fails to meet basic course requirements and unworthy of credit.

The final grade may be "shaded" (A, A-, B+, B etc.)

Calendar/ Schedule

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Mon/ Aug 25	Mon/ Sep 1-Labor Day Holiday, no class	Mon/ Sep 8 Critique of drafts of identity system, resume	Mon/ Sep 15 Reading 3 response due Preliminary critique of ID system
Weds/ Aug 27	Weds/ Sep 3 Reading 1 response due Drafts of Resume/ Cover letter	Weds/ Sep 10 Reading 2 response due Resume/Cover letter due	Weds/ Sep 17 Identity System due
WEEK 5	WEEK 6	WEEK 7	WEEK 8
Mon/ Sep 22 PORTFOLIO PLAN due	Mon/ Sep 29	Mon/ Oct 6	Mon/ Oct 13
Weds/ Sep 24 Reading 4 response due	Weds/ Oct 1 Reading 4 response due FIELD TRIP	Weds/ Oct 8 Revision project due	Weds/ Oct 15 Activites log 1 due
WEEK 8	WEEK 9	WEEK 10	WEEK 11
Mon/ Oct 20	Mon/ Oct 27	Mon/ Nov 3 Personal project due	Mon/ Nov 10
Weds/ Oct 22 Reading 5 response due Thurs-Fri/ Oct 23-24 Fall Break, no class	Weds/ Oct 29 Reading 6 response due	Weds/ Nov 5 Advising day, lab time-no class	Weds/ Nov 12
WEEK 12	WEEK 13	WEEK 14	WEEK 15
Mon/ Nov 17	Mon/ Nov 24	Mon/ Dec 1	Mon/ Dec 8
Weds/ Nov 19	Weds/ Nov 26 Activites log 2 due Thurs/ Nov 27-28, Thanksgiving, no class	Weds/ Dec 3 Print Portfolio due PORTFOLIO PRESENTATION	Weds/ Dec 10 Digital Portfolio due
			FINALS WEEK
			Mon/ Dec 15 Last Class: 3:45-6:15 Final assignments due
			Sat/ Dec 20 SCSU Commencement