

	Department Art 3003 Number
Fall 2023	

Meeting days: TBD	Instructor title and name: Courtney Mayer, Associate Professor
Meeting times: TBD Art 4090 – Special Studies – Advanced Graphic Design	Phone: 619.733.8818
Meeting location: Ryan Library, Hughes Design Lab, room 216	Email: cmayer1@pointloma.edu
Final Exam: Friday, December 15, 7:30am–10am	<p>Office location and hours: Ryan Library, Hughes Lab, 216 B</p> <p>Tuesday, Noon–5pm, Thursday, Noon–5pm, or by appointment for another time if needed.</p> <p>To schedule a Zoom or in-person meeting:</p> <p>Go to appointment page for this calendarLinks to an external site.</p> <p>Links to an external site.Next, select a block of time by typing your name in it.</p> <p>Let me know if this appointment will be in-person or Zoom.</p> <p>Then save.</p>

	To Join Zoom Meeting https://pointloma.zoom.us/j/93836555087 Links to an external site.
Additional info:	Additional info:

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

Art 4090 Special Studies – Advanced Graphic Design

This course investigates a specially defined in-depth advanced-level graphic design semester long project. Student will write scope of work, schedule, and deliverables. Student must get approval from professor.

COURSE LEARNING OUTCOMES

> Practice the process of design:

1. Identify and define the design problem
2. Gather, analyze and synthesize information
3. Determine performance criteria for measuring success
4. Develop content and context
5. Generate alternative solutions and build prototypes
6. Evaluate and select appropriate solutions
7. Implement choices
8. Evaluate outcomes

> Understand and respond to audience need and design contexts, such as: cognitive, social, cultural, historical,

technological, and economic

- > Learn typographic and compositional design principles and theories
- > Experiment with visual principles, formal structures and a variety of media
- > Practice visual problem solving and critical thinking using type, image and message
- > Develop research and ideation skills
- > Constructively critique and evaluate your work and the work of other designers both orally and in writing
- > Develop and apply technical skills through the use of tools and technology
- > Learn to be flexible, nimble and dynamic in practice
- > Practice organizational skills and meet deadlines
- > Demonstrate care for yourself, your work, and others

RECOMMENDED STUDY RESOURCES

Typography focus: Lupton, Ellen, Thinking with Type: A Critical Guide for Designers Writers, Editors, and Students, 2nd Edition, Princeton Architectural Press, 2010

Branding focus: Wheeler, Alina. Designing Brand Identity: An Essential Guide for the Whole Branding Team, 5th edition, John Wiley & Sons, Inc. Hoboken, New Jersey. 2018 (Links to an external site.)Links to an external site.

COURSE CONTENT

- > Studio project
- > Necessary research material

COURSE MATERIALS

Use desktop computers in Hughes Lab during class. (InDesign, Illustrator, Photoshop)

TBD

COURSE SCHEDULE + ASSIGNMENTS

TBD agreed upon by student and professor.

COURSE LEARNING OUTCOMES

Practice Design Process:

1. Identify and define the design problem
2. Gather, analyze and synthesize information [Develop research and ideation skills]
3. Determine performance criteria for measuring success [Project rubrics]
4. Develop content and context [Cognitive, social, cultural, technological and economic issues]
5. Generate multiple solutions using a variety of media, technology, and critical thinking [of typographic and compositional design principles, formal structures and theories] to build prototypes for phase reviews
6. Evaluate and select appropriate solutions
7. Implement choices
8. Evaluate outcomes [Constructively critique and evaluate your work and the work of other designers both orally and in writing]

Practice Professionalism:

1. Learn to be flexible, nimble and dynamic
2. Practice attention to detail, organizational skills, and meet deadlines
3. Demonstrate care for yourself, your work, and others

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

You must use computers in Hughes Design Lab during class!

Purchase a thumb drive or portable drive

Various articles related to your project topics

Adobe Creative Suite

COURSE SCHEDULE AND ASSIGNMENTS

Project TBD

The student shall write a scope of work, a schedule, and deliverables. Discuss and get approval from your professor. Agree on frequency of phase reviews and get feedback for iteration. Make a final presentation during finals week.

ASSESSMENT AND GRADING

Assessment and grading is based on the projects below. Grades will be averaged over the course of the semester. Design specific projects are assessed on a rubric addressing the following:

1. Conceptual ideas
2. Design and layout using formal design principles and theory
3. Craft/Technical execution
4. Professionalism: critiques, demonstrated care towards your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

Project Grade Weights

Project 1: TBD (900 points)

IDEA Evaluation (end semester) (50 points)

Professionalism (50 points)

Process Book (all projects: ideation, research, and development). Keep for yourself to help you stay organized. Process and development are beneficial to substantiate your portfolio projects.

Grades will be based on the following:

Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Class Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in at the *beginning of the class session* when they are due. **For each day you miss a deadline you will lose one grade point down.** I will *not accept* an assignment **later than 3 days past the due date**, unless you have a legitimate event, illness, or death in the family and have contacted me. Please see me if you have questions or concerns. A semester Incomplete will only be assigned in extremely unusual circumstances.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

ARTIFICIAL INTELLIGENCE (AI) POLICY

Use of Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) is not permitted, and use of these tools will be treated as plagiarism.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of

language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting Form](#)[Links to an external site.](#)

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

PLNU ATTENDANCE AND PARTICIPATION POLICY

"Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent (3 days) of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent (6 days), the student may be de-enrolled without notice until the university **withdrawal** date or, after that date, receive an "F" grade."

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.

No cellphone use other than for classroom project needs. No personal social media use, texting, or watching videos are allowed. Thank you!