



# Ringling College of Art + Design

## Ringling College of Art and Design

### GRDS 420\_01 Graphic Design Senior Studio

Fall 2016

Instructor: David Foote

Email: [dfoote@c.ringling.edu](mailto:dfoote@c.ringling.edu)

Building/Room:

Tuesday/Friday 12:30 PM - 3:15 PM, Academic Center 407

Credit Hours: 3

**Prerequisites/Corequisites:** ADSN 314 Creative Copywriting III

#### Course Description:

Addresses current and evolving issues in advertising practice. Topics allow students to explore relevant challenges in the advertising and design industries such as innovation, new media, brand challenges and trends in communication. The content of the course is flexible and is defined each fall. Typically students engage in a variety of activities which could include research, strategy, concept development and creative execution to develop advanced, portfolio-worthy solutions.

#### Course Goals:

To expand understanding of creative problem solving for complex marketing problems.  
To practice execution of integrated solutions.  
To strengthen final portfolio content.  
To refine presentation skills and materials.

#### Student Learning Outcomes:

Students will be able to more accurately process marketing/business objectives, information and data. (1.3)  
Students will be able to produce creatively unique and memorable solutions. (3.1)  
Students will be able to produce entry-level, professional level work. (4.4)  
Students will improve organization and delivery of clear and effective presentations. (5.3)  
Students will be able to continually push self and partners to refine and elevate the work. (5.5)

**All course assignments and activities have these goals:**

Demonstrate “employability skills” in areas of: organization, communication, presentation and attitude.

Successfully work independently or in teams.

Build an accomplished group of applied projects for your senior portfolio.

Explore the creative process of design as both free—form and structured experimentation.

Develop a visual language of formal relationships driven by content created by you.

Gain appreciation for the role of imagination and creativity in finding your voice as designer.

Create memorable communication that is authentic, persuasive and sustainable in its meaning, message and marketing.

**Communication & Design:** Implementing the basic elements of design and composition to successfully establish meaningful relationships between word and image; content and meaning. Understand design systems and how complex problems demand them. Communicate your design process through thoughtful and well documented collateral. Create buzz and sustainability through creative marketing strategies.

**Presentation:** Pitch your solution. Maintaining a concern for technical proficiency and typography, present refined and thoughtfully designed presentations demonstrating your creative problem-solving and conceptualization abilities. Provide depth, breadth, adeptness of knowledge and critical thinking in your results.

**Discourse:** Using terminology common to the profession, identify and discuss the range of course topics and design principles employed during the development and production of each project. Improve the quality of your visual/verbal critical thinking/ critical discourse. Raise vital questions and problems—formulate them clearly and precisely. Speak intelligently about design process and how you solve complex problems.

**Professional Standards:** Demonstrating the ability to logically and effectively manage resources and time in a professional manner.

**Expectations**

**Advanced solutions:** Portfolio building is your semester objective. The course revolves around the development of 3 comprehensive design proposals called "proof of concept". The process is broken into several parts which will be graded individually. All students are expected to spend a significant amount of time outside of class engaged in all aspects of the course including but not limited to research, process, production, creativity, critical analysis, readings, and requires your full commitment of time.

**Blog:** These activities will be documented on a "dedicated" personal blog and graded weekly. You will need this blog for the second semester so it has a life beyond the fall and part of your professional preparation for employment.

**Read the book "Contagious" and create a presentation to launch the entrepreneurial focus of the semester (a team effort).**

**Class Format**

There are 3 major proof of concept assignments due for the semester. You pick from the list provided. Base your choice on what you need to create your ideal portfolio -*meaning*- projects that best represent your ambitions as a young professional. Each of the 3 projects are presented as a "pitch", a presentation that covers the required components as outlined by instructors for the semester. The class requires both peer and faculty reviews with your full participation in both. Attendance will be taken at the beginning of each session via the new Ringling

attendance system. In the event you are absent post your assignment to your blog. Do not send with a friend or classmate. In the rare event that you don't have your project ready for critique you still should attend class to see and comment on your classmates work. Remember only students that come to class with the assignment completed will benefit from the discussion and critique. There are ample opportunities to provide faculty with direct feedback if you are having problems.

### **Participation and Process**

Daily participation, speaking up during critique and engagement in the class are essential aspects of design education and professional practice. Your design process will be documented by blog and graded weekly. Due dates are indicated. A pattern of incomplete research, visualization, presentation or other process work results in a reduction in your final grade by indicating poor participation and lax professionalism. This includes E-mail, instant messaging, arbitrary surfing, cell phone use or other digital communications not expressly authorized are prohibited, working on other classes, general lack of participation or other detrimental activities, determined to be unprofessional at the instructors discretion. Multiple occurrences will be noted resulting in a reduction of the final course grade.

### **To Be Counted Present**

**This is a professional studio course. In order to be counted present, the student must:**

- Be on time and present for the entire class period.
- Have work properly and professionally prepared for submission or critique.
- Be prepared to work in class with all necessary texts, tools, reference and materials.

Any students not present at the start of the class session will be marked LATE. Three LATE marks will equal one unexcused ABSENCE. Students arriving more than 15 minutes late, leaving class early or overextending break time may also be counted ABSENT at the discretion of the instructor.

Absences affect grades. Class time is required to complete the necessary requirements of the course. Discussions, critiques, studio time, in-class assignments and presentations are impossible to make-up or recapture. It is the student's responsibility to insure that he/she is accounted for and present during each class.

When a student must be absent from class, they should notify the instructors ahead of class via email. It is the student's responsibility to find out what was missed in class by contacting *a classmate or classmates*, checking email, Canvas, the course webshare, Google drive and any additional course resources that may have been updated. *It is not the instructor's responsibility to notify the student of what was missed in class.*

### **Penalties due to Unexcused Absences**

There is no direct penalty for the first 3 unexcused absences. However, project grades will be affected if a deadline is missed on the dates of those absences.

**The 4th *unexcused* absence will result in automatic failure of the course.**

### **Excused Absences**

As noted in the *Ringling College Attendance Policy*, in the event of absences as a result of illness or bereavement, documentation of that diagnosis or event must be submitted to your advisor. *Missing class to attend a counseling or medical appointment is not automatically justification for an excused absence.* Absences for any religious holidays occurring during this course must be submitted to your instructor at the beginning of the semester in order to be excused.

### **Late Work and Absences on Due Dates**

Late work will not be accepted. Projects not submitted by the assigned deadline will result in a failing grade for the assigned work. Depending on the point value of that project relative to the overall possible points for the semester, this *may result in failure of the course*.

Students who are absent on due dates are not automatically excused from their responsibility to submit the assigned work on time. Assignments to be submitted via Email, Canvas or posted to websites must still meet assigned deadlines in order to be accepted for grading.

Students must arrive to class with projects fully prepared and ready to be critiqued or turned in. Last minute printing of work, burning of files or rendering at the beginning of class is not acceptable. This work is considered late and can be reduced by as much as one letter grade.

### **Technical Instruction**

If we don't have time for an in-class technical demonstration you are expected to explore the technical topic on your own. All software comes with help manuals and there are plenty of websites where you can get instruction on a specific question or technique. Although the computer lab is the primary site for the class students will also work with hand graphic materials and processes in the classroom and at home.

### **Technical Difficulties**

Technical difficulties, hardware/software problems, printer problems and service bureau failure are never an acceptable excuse for not meeting a deadline. Students are challenged to acquire the life skill of working in advance of deadlines and backing up work. Students are required to be prepared to work during each class session. Students must always backup their work to either CD or personal portable hard drive so as to be able to work even with network problems that may interfere with files stored on "Home" or network scratch spaces. Students who are unprepared to work are accounted absent.

### **Grading Policy**

All assignments including process used to arrive at solutions is graded based on a general criteria:

**POOR** (No Evidence—Unacceptable)

**WEAK** (Under delivers—Inconsistent)

Project is not a system because parts don't relate formally or conceptually. Results do not demonstrate skills of problem identification, research and information gathering. Originality or range was not demonstrated. Concept is not developed. Few, if any alternative solutions were presented during project. The roll of creativity and imagination was not explored or demonstrated to any real degree in the final system. Solution is superficial with no depth, breadth, adeptness of knowledge or critical thinking. Project presentation is poorly executed and distracting. Poor participation and lax professionalism.

### **ADEQUATE**

Project has an adequate system because some parts do relate either formally or conceptually. Some range and originality is present. Communication is interesting but needs refinement in places. Results demonstrate a satisfactory or adequate process to identify the problem and develop a direction. Some useful research and information gathering was done. A concept was identified with satisfactory development but clearly more could be done. Some generation of alternative solutions were presented during project. The roll of creativity and imagination was considered and identifiable in results. Some depth and breadth is present but adeptness of

knowledge and critical thinking is not readily apparent. Project presentation is not distracting but needs improvement where indicated.

### **STRONG**

Project has a successful system because parts relate both formally and conceptually on several levels. Communication is memorable. Both originality and range are clearly present. Results demonstrate excellent skills in problem identification, research and information gathering. A concept was identified, developed, and communicated to the viewer in a meaningful way. Alternative solutions were explored and presented during project. The roll of creativity and imagination is an integral part of the final visual solution on several levels. Provides depth, breadth, adeptness of knowledge and critical thinking. Project presentation is excellent and professional.

### **Grading System**

The point system of evaluation is used in this course. This system readily permits calculation of grades by student and instructor. By using this system students who work consistently and diligently are compensated for their efforts. The point system works on a percentage of total points: 97% = A, 94% = A-, 91% = B+, 88% = B, 85% = B-, etc... No matter how many projects or total points possible, the percentage of points determines the grade.

Example: If there are 340 total points possible

A = 97% (319 points of 330 possible is  $319 \div 330 = 0.9666$  or 97%)

B = 89% (293 points of 330 possible is  $293 \div 330 = 0.8939$  or 89%)

### **Grading Scale:**

| Grade |                      | Numerical Equivalent | Percentage Scores* |
|-------|----------------------|----------------------|--------------------|
| A     | Superior Performance | 4.00                 | 94-100             |
| A-    |                      | 3.67                 | 91-93              |
| B+    |                      | 3.33                 | 88-90              |
| B     | Above Average        | 3.00                 | 84-87              |
| B-    |                      | 2.67                 | 81-83              |
| C+    |                      | 2.33                 | 78-80              |
| C     | Average Performance  | 2.00                 | 74-77              |
| C-    |                      | 1.67                 | 71-73              |
| D+    |                      | 1.33                 | 68-70              |
| D     | Below Average        | 1.00                 | 64-67              |
| D-    | Lowest Passing Grade | 0.67                 | 61-63              |
| F     | Failing              | 0.00                 | 0-60               |
| WF    | Withdrew Failing     | 0.00                 |                    |

\*Scores above .5 will be rounded up to the next full point

| Grades not computed into the GPA |                  |  |
|----------------------------------|------------------|--|
| W                                | Withdrew Passing | It is the student's responsibility to adhere to the withdrawal deadline listed in the academic calendar.     |
| I                                | Incomplete       | Incompletes are only granted at the discretion of the instructor. See student handbook for more information. |

**Course Calendar/Schedule** *(This is subject to change. Please refer to the schedule on Canvas for the latest schedule information):*

|                          |  |                         |
|--------------------------|--|-------------------------|
| <b>Week 01: 8/15/16</b>  | Course Intro                                       | Studio                  |
| <b>Week 02: 8/22/16</b>  | Check Canvas                                       | Check Canvas            |
| <b>Week 03: 8/29/16</b>  | Check Canvas                                       | Check Canvas            |
| <b>Week 04: 9/05/16</b>  | Check Canvas                                       | Check Canvas            |
| <b>Week 05: 9/12/16</b>  | Check Canvas                                       | Check Canvas            |
| <b>Week 06: 9/19/16</b>  | FACULTY PROFESSIONAL DEVELOPMENT DAY –<br>NO CLASS | Check Canvas            |
| <b>Week 07: 9/26/16</b>  | Check Canvas                                       | Check Canvas            |
| <b>Week 08: 10/03/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 09: 10/10/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 10: 10/17/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 11: 10/24/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 12: 10/31/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 13: 11/07/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 14: 11/14/16</b> | Check Canvas                                       | Check Canvas            |
| <b>Week 15: 11/21/16</b> | Check Canvas                                       | THANKSGIVING – NO CLASS |
| <b>Week 16: 11/28/16</b> | Critique   | Final Class             |

#### **Additional Policies and Information**

**Students:** Please check on your grades, attendance and performance periodically on Self Service <https://selfservice.ringling.edu/SelfService/Home.aspx> throughout the semester to avoid any misunderstanding at the end of the term.

**Disabilities Accommodations:** The Ringling College of Art and Design makes reasonable accommodations for qualified people with documented disabilities. If you have a learning disability, a chronic illness, or a physical or psychiatric disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Director of the Academic Resource Center (Room 227 Ulla Searing Student Center; 359-7627) preferably before the end of the drop/add period so that appropriate adjustments can be made.

**Health and Safety:** Ringling College of Art and Design is committed to providing students, faculty, and staff with a safe and healthful learning and work environment and to comply with all applicable safety laws and regulations and safe work practices. Rules and safety guidelines for maintaining a safe working environment in this shop/studio/class will be provided to you at the beginning of the course (i.e. students must wear close-toed shoes, students must wear protective eyewear, students may not eat or drink in the studio, etc.).

**Academic Integrity Policy:** Academic Integrity is the process of openly acknowledging the sources of your ideas and creations in the building of your personal and public identity as a practitioner in the artistic community. Ringling College expects students to acknowledge their sources of ideas and images in a manner consistent with best professional practices in their field. Your instructor will inform you of appropriate ways to document and acknowledge sources for this course.

**Professional Behavior in the Classroom:** Students are expected to assist in maintaining a classroom or studio environment, which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones, or other personal electronic devices; from eating or drinking in class, making offensive remarks, sleeping, or engaging in any other behavior that is a potential distraction. Inappropriate behavior in the classroom shall result in, at a minimum, a request to leave the class.

**Disclaimer:** The purpose of a syllabus is to inform students of the goals, activities and specific policies of a course, as well as outline the students' responsibilities in the learning process. ***The syllabus schedule is considered a plan and is subject to revisions by the instructor.*** Students will be clearly informed when a change to the syllabus is being made and copies of the updated syllabus will be distributed. It is the responsibility of the student to fully understand the requirements of the course and ask questions if clarification is needed.

**Cautionary Note:** When collaborating with other departments and real clients, deadlines are subject to change. Students who schedule flights, trips or extracurricular activities that will cause them to be absent during regularly scheduled class dates must accept the consequences and penalties of missing those classes. This includes, but is not limited to, instances where final presentations are rescheduled due to client needs. Please refer to the attendance policy and grading policy sections for specifics on consequences of course absences.