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|-------------------------------------------|------------------|------------------------------------------------------------------|--------------|
| Course Number<br><b>art 399_01</b>        |                  | Course Title<br><b>Advanced Graphic Design</b>                   |              |
| Fall                                      | Spring<br>●●●●●● | Summer                                                           | Year<br>20xx |
| Name of Instructor<br><b>Ken Maginnis</b> |                  | Meeting Day, Time, and Room<br><b>TBA</b> Art Bldg Rm 108        |              |
| Office Hours<br>T,TH 11 -11:50AM          |                  | GCFort - art bldg Rm 127<br>Other times by appointment: 383-8152 |              |

#### COURSE PURPOSE

This course's purpose is to provide a continuation of graphic design instruction beyond Art 310, Graphic Design II. This class is intended to help fill a gap between the sophomore and senior year, during which Web Design 1 is offered, but no other advanced design classes have been offered. We will look at how graphic design has developed from the 1980's to current trends nationally and in the global arena. The class will implement those new theories and trends into appropriate new projects.

#### Course work:

Class work may include: logo/logotype, Identity/branding development, time piece interface, packaging, tackling the smaller promotional brochure, the basics of typeface design, and time permitting, student design competitions. The students will discuss and implement the ideas behind in current theories of 'design thinking.'

#### Course requirements:

To complete this course successfully, the students are expected bring knowledge from previous classes. This should comprise a thorough understanding of the art fundamentals, basic typographic principles, be able to identify a number of typefaces, designers and artists, and be able to communicate ideas and concepts verbally. They must continue to show an enthusiastic use of their sketchbook, as a tool for visual research and personal development, be able to write about their work, and be receptive to constructive criticism and recommendations.

#### Requirements for enrollment:

Only students successfully completing Art 310, Graphic Design II with a B or higher are permitted to enroll in this advanced level class.

Class participation: 10% of the student's grade is for verbal contributions to critiques and class discussions. Students are expected to contribute to class discussions. Noticeable and intelligent contributions will make the difference in a borderline grade.

Absences: 5 absences will drop the final grade, one whole grade.  
7 absences will create a failing grade (F) - not negotiable.

#### Academic dishonesty, cheating or plagiarism

I will fail anyone that engages in academic dishonesty, cheating or plagiarism. Academic dishonesty includes turning in work that you have copied or work that was completed by someone else. Cheating includes copying answers and bringing information or answers into exams. Plagiarism includes using sources in papers and written assignments without citing the source.