

Design Studio

Art 301 // Spring 2021

Professor Ashley John Pigford // design@udel.edu

Office Hours: by appointment only (through email)

Course Description

Designed to emulate a professional graphic design studio practice. Students develop skills in collaboration, client relations, production and advanced media applications in conjunction with a refined development of personal creative process and awareness of cultural contexts.

Learning Objectives

This course is designed to provide you with the opportunity learn how to:

- Combine typographic and image-making analog and digital tools and skills in the context of graphic design problem-based projects
- Identify individual strengths, learn team building and collaboration skills
- Demonstrate skills with vocabulary to discuss and analyze work
- Further develop your personal creative practice and processes
- Experience working with clients to create work that fulfills their needs
- Complete at least one time-based project

Course Website / Canvas

www.udel.edu/canvas (you must log-in with your Udel ID and password)

This will be the “course website” for this course. It will be used for distribution of assignments, course schedule, posting announcements, web links and grades. Bookmark this website and check it often.

Google Drive / File Naming

There is a shared Google Drive for this class. This is where you will upload your work at least 30 minutes before the start of class. All files uploaded to Google Drive must be named with your last name at the beginning of the file name, and placed in an appropriate folder. If there is no folder yet created for the assignment, please create one.

Presenting your work

All reviews and critiques will be either in the classroom (projected) or on zoom (shared screen). You must properly present all your work as a slide deck narrative (decks) as described in the assignment briefs. Take care to compose each slide of your decks for maximum impact and communication. Less is typically more.

Participation, Preparedness and Professionalism

You are required to participate in class discussions and activities, be prepared for each class period and behave in a professional manner at all events related to this class. Course grades will be affected by your Participation, Preparedness and Professionalism.

Assignments

Assignments are due at the start of the class period on the due date. Assignments will be provided both through the course website and verbally in-class. You are required to listen carefully and write down the requirements and due dates. Assignments will overlap throughout the semester. It is your responsibility to keep track of your own schedule and come prepared for class. You must name your digital files as stated in this syllabus, and write your full name on the back of any physical work before you turn it in. Failure to name your files correctly or turning in work past deadlines may result in an "F" for the assignment, (zero points).

Attendance

Do not be late to a class period or event and expect to stay the entire class period. You are allowed to be late twice this semester, every other tardiness will reduce your final grade by 10 points (see grade scale). "Late" is defined as more than 10 minutes from the start of the class period. You are allowed 2 unexcused absences. Three unexcused absences will reduce your final grade by 1 letter grade. Every additional unexcused absence will cause your final grade to drop an additional letter grade. Notifying the Professor prior to or following a missed class does not constitute an excused absence, however it is courteous.

If you miss class due to an unexcused absence, you are required to do the following:

1. Obtain information about the content of the course meeting from a fellow student. Individual meeting requests will not be accommodated if you miss class due to an unexcused absence.
2. Turn in assignments due within 24 hours of the class period you missed to my attention, in the Department main office: 104 Recitation Hall.
3. Accept that any potential points earned during the class you miss are forfeited.

Excused absences require a written note from a physician, including all of the following:

1. Physician's full name, phone number, and best hours to call.
2. Physician's signature
3. Your full name
4. Date of absence
5. Reason for absence

It is your responsibility to be aware of the University's Attendance Policies, available here:
<http://www.art-sci.udel.edu/uas/ExcusedAbsences/tabid/956/Default.aspx>

Supplies and Materials

You are required to provide all materials and supplies that you need to complete the assignments.

Zoom & Class Room Etiquette

I expect you to Wear Proper Attire when attending class meetings and events. If you are wearing clothing that makes others feel uncomfortable, you are not wearing proper attire. You are required to have a working camera and microphone for all zoom meetings.

Documenting Your Work

You are required to accurately and sufficiently document all the things that you produce for this course. At the end of the semester you are required to turn in digital documentation of all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional).

All digital files must be in the following formats:

Illustrator: Save as a pdf, all fonts embedded, "high-quality print"

Photoshop: Save as a .tiff file (do not export/save for web as jpeg!)

iMovie, After Effects, Final Cut Pro: Export as a Quicktime Movie, h264 compression

Adobe XD & Sketch: A working, self-contained, clickable user experience

html (websites): Put entire folder structure (root folder) on disc

InDesign: Export as a pdf, all fonts embedded, "high-quality print"

Grading

Your Final Grade will be calculated based on the total points you earn for each assignment compared to the total points possible, as stated on each assignment sheet. Grades will be calculated according to the University of Delaware standards.