ProPrep

ART 4356
FALL 2014

INSTRUCTOR
Ben Dolezal

OFFICE
FAB 287

OFFICE HOURS
Tues | 10am-11am
Wed | 10am-11am

EMAIL
dolezal@uta.edu

FACULTY PROFILE
https://www.uta.edu/profiles/
benjamin-dolezal

TIME/PLACE
T/TH 11am-1:50pm
FA 358

PREREQUISITE
Art 3354 or advisor approval

DESCRIPTION COURSE CONTENT
Professional Preparation (2-4) 2 hours credit. Exploration and development of the visual communication portfolio. Course work includes advanced level conceptual assignments. Emphasis on complex professional skills. May be repeated for up to six hours credit.

STUDENT LEARNING OUTCOMES
Synthesize creative solutions - IDEAS for electronic and print media in the area of Visual Communication. Solve communication problems with invention + clarity.

Each student will participate in the formulation and evaluation of their portfolio to help prepare themselves for future careers in industry or advanced study in an MFA program.

Demonstrate skills to enhance the processing of information from the initial concept/sketch to the completed project.

Explain the "message" and the receiver in relation to Design.

Creation of a visual vocabulary that reinforces the designer's use of visual form and aesthetic functions.

The ability to determine design priorities and alternatives research, define and evaluate criteria and requirements.

Evaluate current design trends and philosophies as it pertains to enhancing your work and enhancing your visual vocabulary.

Create memorable and exciting solutions.

Demonstrate an awareness of environmentally sound design decisions and the potential for the development and use of sustainable design strategies.

Formulate a personal design manifesto

Evaluate how the boundaries between disciplines are becoming more fluid and less discernible.

Analyze your impact on the visual landscape of culture.

Conceptualize, articulate and transform ideas into meaningful and memorable experiences.

Demonstrate self-reflection in your creative attitudes and abilities.

USEFUL WEBSITES

designobserver.com
visuelle.co.uk
thedieline.com
fubiz.com
netdiver.com
artsmonitor.com
icograda.org
aiga.org
typeculture.com
designarchives.aiga.org
dsvc.org
underconsideration.com
logopond.com
thecoolhunter.net
grainedit.com
designmilk.com
typophile.com
designlab360.org

RECOMMENDED BOOKS

Not For Sale - For Promo Only
(Victionary)

Nice To Meet You Too!
(Victionary)

Identity Suite
(Victionary)

LogoLounge Series
(Catharine Fishel + Bill Gardner)

Meggs' History of Graphic Design
(Philip B. Meggs)

Graphic Design Thinking:
Beyond Brainstorming
(Ellen Lupton)

The Design Activist's Handbook
(Noah Scalin + Michelle Taute)

Designing For Social Change
(Andrew Shea)

REQUIRED TEXTBOOK

The Brand Gap [Marty Neumeier]
Available to read online at:
http://www.amazon.com/Brand-Gap-Expanded-Marty Neumeier/
dp/0321348109/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1232327492&sr=8-

PUBLICATIONS

Communication Arts
Print
CMYK
HOW
Dwell

MATERIALS AND COST

This is an expensive class - with significant amounts of printing. Most materials will be defined by project solutions. In addition, you will be required to create a print portfolio to take to job interviews. You will be creating a Blurb book portfolio which will cost between $50 and $150. You will also need to purchase a domain name and web hosting for your online portfolio. Web related expenses will typically cost between $50 and $200 for one year of web hosting.

COMPETITIONS

You are required to participate in at least one competition during the next four months. Talk to Professor Kim for potential competitions. In addition, faculty will be picking 2-5 of the best Pro Prep projects to be highlighted in the graduating seniors exhibition which will count as a competition.

JOB RESEARCH AND INTERVIEWING

You are required to contact professionals both for researching information and setting up interviews for full-time jobs, internships or MFA programs.

COURSE OUTLINE

Students in this course will split their time between assigned projects, personal experimentation and portfolio enhancement. In addition, one-day problems/experiences may be assigned that are not currently listed. Assigned Activities: [1] Quick-Turn Project [2] Promote Me: Part 1 (Portfolio Book, Personal Brand, Resume) [3] Design For Social Change [4] Promote Me: Part 2 (Portfolio Website, Portfolio PDF, Leave Behind). Additional reading assignments, competitions, projects will be added to as the semester progresses.

EXPECTATIONS FOR OUT-OF-CLASS STUDY

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 20-40 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for critiques, etc.

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UNIVERSITY CALENDAR

AUG 21
First Day of Class

AUG 21-27
Late Registration

SEP 01
Labor Day Holiday

OCT 29
Last Day to Drop Classes

NOV 03
Registration for Spring Term

NOV 27-28
Thanksgiving Holiday

DEC 03
Last Day of Classes

DEC 06-12
Final Exams

COURSE CALENDAR

08/21   Course Introduction / INTRODUCE PROJECT 1

08/26   Work In Class
08/28   **PROJECT 1 DUE /** INTRODUCE PROJECT 2 & 3

09/02   Work In Class / Individual Portfolio Reviews
09/04   Work In Class / Individual Portfolio Reviews

09/09   Work In Class
09/11   **PROJECT 3 25% DUE**

09/16   Work In Class
09/18   Work In Class

09/23   Work In Class
09/25   **PROJECT 3 50% DUE**

09/30   Work In Class
10/02   Work In Class

10/07   Work In Class
10/09   **PROJECT 2 DUE /** INTRODUCE PROJECT 4

10/14   Work In Class
10/16   Work In Class

10/21   **PROJECT 3 75% DUE**
10/23   Work In Class

10/28   Work In Class
10/30   **PROJECT 3 DUE**

11/04   Work In Class
11/06   ******PORTFOLIOS SENT OFF TO BLURB******

11/11   Work In Class
11/13   Work In Class

11/18   All Exhibition Work Due To Benito - Art Gallery
11/20   Work In Class

11/25   Work In Class
11/27   **NO CLASS - THANKSGIVING HOLIDAY**

12/02   **PROJECT 4 DUE**
12/06   **SENIOR EXHIBITION OPENING 5-7PM**

*** All Dates and Assignments Are Subject To Change

GRADING POLICY

A
90-100
EXCELLENT

B
80-89
GOOD

C
70-79
AVERAGE

D
60-69
WEAK

F
0-59
UNACCEPTABLE

VISUAL ASSESSMENT

1. Completion of problem as outlined in Instructor handout and presentation

[A] The student has completed the assignment and has accomplished all aspects of the problem at a high level. The student is encouraged to expand the solution(s) of assignment after satisfying the initial brief.

[B] The problem has been completed and the student has presented solutions that satisfy a high percentage of the assigned problem.

[C] The project has been completed but the student may have missed a number of details related to the successful completion of the project.

[D] Numerous aspects of the completed project do not satisfy the objectives of the assigned problem.

[F] A major disregard for assigned project.

2. Innovative Idea Development

[A] Completed project reflects a high level of thinking and solution development. The idea captures the nature of problem assigned and powerfully communicates it visually. Memorable ideas…

[B] Effective solution to assigned problem. Ideas are engaging.

[C] The idea solves the assigned problem. May need development to be more effective.

[D] Attempts have been made to develop effective solutions but the ideas fall short to be engaging.

[F] Significant problems in development of ideas for the project have occurred. Please see the instructor.

3. Understands and uses design/compositional strategies

[A] Highly refined use of design theory and compositional strategies.

[B] Good use of design and compositional concepts.

[C] Acceptable use of design and compositional concepts.

[D] A number of problems in the design and composition of completed project.

[F] Numerous problems in the use of design and compositional strategies.

TECHNICAL ASSESSMENT

4. Implements technical skills

[A] Finished project is completed and presented with a high degree of technical skill. It is very neat, clean, and has a professional quality.

[B] Good quality in technique. Has a level of applied technical skill that will not affect the finished project in a negative manner.

[C] Average technical quality. Refinement would be required to advance the presentation level of the completed project.

[D] Numerous technical issues need to be improved.

[F] Very little evidence of technical care in the development of the project.

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0-59
UNACCEPTABLE

5. Daily preparation for studio class: staying on task, bringing appropriate art materials to class, and participating in class discussion and project critiques
[A] Student is always ready for studio with materials out and in use. Is willing to discuss their work with fellow students in formal and informal settings.
[B] Student is consistently prepared for studio and many times will contribute verbally in critiques.
[C] Student is inconsistent in preparation for studio and class participation.
[D] Student is rarely prepared for studio... excuses used frequently.
[F] Very little evidence of student interest in studio.

6. Preliminary research that leads to the development of an assigned problem as requested by the instructor
[A] All research requested was completed at a very thorough level. Shows time and effort and involved at a high level.
[B] Good research quality has a broad range of materials and resources.
[C] May be lacking in quality and quantity. More time required to fully examine project possibilities.
[D] Weak examples and lack of evidence of project research.
[F] Very little evidence of quality investigation/ documentation.

REWORKING OF PROJECTS AND EXTRA CREDIT
Students are encouraged to enhance their work even after it is completed and graded. The refined work on projects will improve their portfolio.

COURSE FINAL GRADES/ASSESSMENT
Will be an average of all graded activities. If additional activities are added and become part of the final grade the instructor will provide the value of the activity in relation to the final grade. (assignments turned in late will receive a performance level of unacceptable (F))

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AVERAGE

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UNACCEPTABLE

GRADE SHEET

VIsual Communication / ART 4356

Project:

Student:

Grade:

1. Completion of problem as outlined in handout and presentation

A   B   C   D   F

2. Innovative idea development

A   B   C   D   F

3. Understands and uses design and compositional strategies

A   B   C   D   F

4. Implements technical skills

A   B   C   D   F

5. Daily preparation for studio class: staying on task, bringing appropriate art materials, and engaging/participating in class discussions and project critiques.

A   B   C   D   F

6. Preliminary research leading to the development of an assigned problem

A   B   C   D   F

GENERAL SCHOOL POLICIES

ATTENDANCE POLICY

Students who will be absent from class for the observance of a religious holiday or illness will be required to makeup any missed assignments. Because of the amount of material covered in class each session, lectures cannot be repeated for students who are absent or who show up tardy for class. While attendance is not required, it is strongly encouraged to ensure that you receive all of the necessary information in regards to the course. Please keep in mind that consistent tardies are disruptive/disrespectful to your classmates.

DROP POLICY

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

AMERICANS WITH DISABILITIES ACT

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

TITLE IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

GENERAL SCHOOL POLICIES

ACADEMIC INTEGRITY
All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

> "I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
>
> I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code."

STUDENT SUPPORT SERVICES
UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.Hotline at 817-272-6107 or visit www.uta.edu/resources for more information.

ELECTRONIC COMMUNICATIONS
UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

CLASSROOM POLICIES
Turn cell phones off during class. Leave the classroom if you need to text or make a call. Keep laptops closed and tablets/phones off during lectures.

GENERAL SCHOOL POLICIES

SYLLABUS ADDITIONS
No children, no pets, and no unauthorized personnel.

STUDENT GRIEVANCE PROCEDURES
1. Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication (FAB 335)
2. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the depart ment chair together to resolve the issue.
3. If at that point the problem is not resolved, Departments Grievance Committee will review it.
4. All resolutions will adhere to university policies.

STUDENT FEEDBACK SURVEY
At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

COURSE AWARENESS
I have read and understand the syllabus. any questions I have regarding the syllabus have been presented to and answered by the professor teaching this course. I understand that the department of art and art history adheres to university policies and I have read and understand university policies. Please go to: www.uta.edu/catalog/general/academicreg to read university policies if you have not yet done so. It is the responsibility of the student to obtain and read this information.