SYLLABUS:
ART 3354 Sign & Symbol

Instructor

Andrew Klein
Lecturer

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Office Hours: Monday & Wednesday, before & after class time
by appointment only

Faculty Research Profile:
www.uta.edu/profiles/andrew-klein

Class Information

ART 3354 Sign & Symbol, Section 002
Fine Arts Building, room 357
Monday & Wednesday
6 pm – 8:50 pm

Catalog Course Description

Design and problem solving focusing on transformation of visual elements into logos, logotypes, information and environmental graphics. May be repeated for up to six hours credit. Prerequisite: 2354, 2355, or permission of the advisor.

Student Learning Outcomes

The student will:

- Understand the value of looking, seeing, communicating and understanding the design process.
- Develop an appreciation for visual symbol construction and meaning.
- Comprehend iconic identification.
- Create a visual procedure for semiotic symbol meaning.

Course Objectives

The main objective of this course is for the designer to coordinate and combine design components such as letter forms, words and images to construct an appropriate, comprehensive and meaningful visual experience. This complex task involves developing a message that clearly and effectively engages and communicates. In addition, build a cohesive composition that gains order, clarity and synergy from the relationships that emerge between each of the interconnected elements.

Project Activity

- Comprehensive Process Book - must be maintained for all projects and must involve initial analysis activities, project updates, and observations.
- Mechanical Drawing Exercises
- Four Icon Challenge
- Icon Transformations
- Semiotic Formula Posters
- Visual Identity

Each project will be graded as a whole. Weekly assignments used to develop each project will also be graded and successful completion (or not completing) each assignment will have a large effect on the individual project the assignment is associated with, as well as the total class participation grade. Refer to the class schedule for due dates.

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Expectations for Out-of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should **expect to spend an additional 4 to 6 hours per week in course-related activities outside of class** this includes including reading, research, assignments, etc.

Email & Communication

Announcements regarding class, projects or other general information will be distributed to Blackboard and your university email account; please check your email often.

The best way to ask questions about assignments and review work is in person during class time, email is the second best method. If sending class work for review by email, please follow these guidelines:

- Ask specific questions, include what type of feedback you need
- If sending multiple thumbnails or versions, number or label each
- Do not send working files (ai, psd, indd), send small-file-size PDFs or screenshots
- Please, no large attachments

Attendance Policy

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section, I have established following attendance policy: Attendance is required and will be recorded daily. You must be present in the studio on time and remain until the end, or until dismissed.

You are encouraged to inform the instructor by email of your absence (if possible, before the start of the class to be missed). Students who miss class due to emergency or sickness should provide correspondence from their health care providers or the Office of Student Affairs at UTA. It is the student's responsibility to keep all correspondence until the end of the term and to provide a copy to the instructor.

It is the student's responsibility to acquire missed assignments, information, etc. from the teacher or classmates upon any absence.

Unexcused absences over 3 will result in a reduction or your final class grade by 10%. Additional unexcused absences will reduce your grade by an additional 10%. A tardy is any unexcused class time. If you arrive more than 15 min late, or leave more than 15 min early, you may be counted as absent. 3 tardies = 1 unexcused absence. Determination of excused or unexcused absences and tardies is at the discretion of the instructor.

Computer Room

- Log-off the classroom computers at the end of class or when done working.
- Food and drinks are not permitted in the computer room.
- Violation of these rules may result in grade reduction

Project Grades

Projects, exercises and assignments will be graded accordingly with points using an evaluation sheet. Performance percentages (%) will be calculated from the student's total earned points of the project to the project's total available points.

Final Grades & Assessment

Your final grade will be made up of total earned points divided by total available points. 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. To receive a final grade, all projects, exercises and assignments should be completed & handed in on time within the semester. Unprepared, late to class, and/or non-participating students will receive a reduced project grade when applicable.

Late Work

All work is to be turned in before or on time. Late work will only be accepted at the instructor's discretion. Work turned in tardy will receive an automatic -10% reduction on the final project grade.

Incomplete Work

Any project or assignment not meeting minimum requirements will be considered incomplete and will not be accepted nor evaluated.

Reworking of Projects

Students are encouraged to enhance their work even after it is completed and graded. The refined work on projects will improve their book (portfolio). Reworked projects will not be part (or have an affect) on the student's final grade.

Effort Policy

Unprepared, late to class, and/or non-participating students will receive a reduced project grade when applicable. Being unprepared includes not bringing required material, tools, research or process work to class.

Typeface

In case you're wondering, this syllabus is set in Trade Gothic.

Grade Sheet Categories

Project grading sheets will normally have the following categories:

Research: This category includes all thumbnail sketches, background information gathered, exercises, and any project-related notations. (1/4 of overall project grade.) Both quantity and quality of sketches will be evaluated. It is possible for a student to sketch 75 thumbnails based on 3 ideas and receive a B grade while a student who sketches 25 thumbnails based on 25 good ideas receives an A in this category. Preparedness for class via requested research materials also assessed in this category.

Craft/Presentation: This category places a grade on the neatness and craft in both the project and in the presentation. Effectiveness and suitability of the presentation will be assessed in this category. Good ideas shine best from a flawless setting. (1/4 of overall project grade.)

Layout/Concept: This category assesses the effectiveness of the solution's creative concept in a pictorial layout space; the success of the viewer/user's experience (Is it functional? Does the design achieve its intended purpose?); uniqueness; and clarity of communication. (1/2 of overall project grade.)

Individual assignment grade sheets may come in a slightly different configuration, but the general categories will remain the same. See individual project rubrics for detailed point distribution.

Course Final Grades

The final grade is an average of all your graded activities. If assignments are added/deleted or modified, the instructor will factor the change in the activity into the final grade.

Extra Credit

Extra credit opportunities may be announced during the semester.

Grading Tracking

Students are expected to keep track of their performance throughout the semester and seek guidance from instructor if their performance drops below satisfactory levels.

Grade Grievances

Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current undergraduate / graduate catalog.

Performance Levels

Excellent

A = 90 – 100%

Entry or Junior-level Professional; went above and beyond required.

Great

B = 80 – 89%

Above average student work; portfolio worthy; completed more than required

Average

C = 70 – 79%

Majority is at this level; met minimum requirements and expectations

Weak - below average

D = 60 – 69%

Work met minimum requirements but is lacking in overall quality and concept

Unacceptable

F = 59 – 0%

Did not meet all requirements

University Policies

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. If you stop attending class and do not drop, you will receive an F.

Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships.

Electronic Communication Policy

The University of Texas at Arlington has adopted the University "MavMail" address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise

events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at http://www.uta.edu/oit/email/. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

To obtain your NetID or for logon assistance, visit https://webapps.uta.edu/oit/selfservice/.
If you are unable to resolve your issue from the SelfService website, contact the Helpdesk at helpdesk@uta.edu.

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.

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.

Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

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.

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

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Student Grievance Procedures

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

Projects Overview

Process Book
Create and maintain a process book/design idea diary for the entire semester with entries for each assignment and each class meeting. A PDF and/or sketches of project-specific process work will be turned in after each project due date and will be part of the project grade.

Mechanical Drawing Exercises
Use classic mechanical drawing techniques to produce a series of hand-drawn panels.

    E 01 - Golden Rectangles
    E 02 - Letterform Construction
    E 03 - Mechanical Drawing Problems
    E 04 - Animal Icons
    E 05 - Pointless Corp.

Project 01: 4 Icon Challenge
Reduce a narrative work; movie, story, or event into its basic elements. Develop an appropriate icon for each of 4 ideas in the overall theme. Create a poster based on the icon system in a consistent graphic style.

Project 02: Semiotic Formula
Explore semiotics through the development process of constructing meaning to a new icon. This will be done by applying a basic equation to an influential world idea that is ultimately expressed through a series of visual symbols. The end result of the equation will be an a completely new symbol created by the student influenced by parts from the symbols in the formula.

Project 03: Icon Variations
Design an icon of a universal, common idea or object. Deconstruct and vary the icon through 25 stages. Design a poster based on your icon variations along with text on symbol meaning and short explanation of the icon.
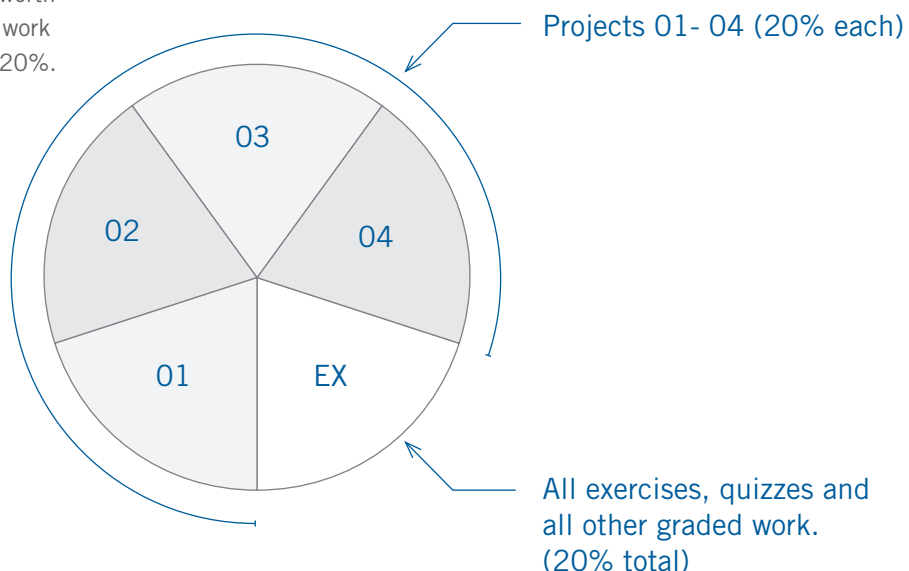
Project 04: Visual Identity
Given a creative brief, develop a visual representation of a company, organization or brand in the form of a logo. Design a set of identity collateral.

Project sheets and supplemental information will be supplied throughout the semester.

Grade Weights
The four major projects will be worth 20% each, exercises and other work will be added for an additional 20%.

Projects 01- 04 (20% each)

03
02
04
01
EX

All exercises, quizzes and all other graded work. (20% total)

Textbooks

"This Means This, This Means That: A User's Guide to Semiotics"
by Sean Hall, 2nd Edition
Required

"Symbol" by Steven Bateman and Angus Hyland.
Required

"Ideas That Changed the World" by Felipe Fernandez Armesto
Required

"Illustrated Book of Signs and Symbols" by Miranda Bruce-Mitford
Recommended

Choose one of the following software books:

Illustrator [Most recent version] for Windows and Macintosh: Visual QuickStart Guide

"Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork" by Von R. Glitschka

Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team

Suggested Publications:

- Print
- Communication Arts
- Step Inside Design
- HOW
- CMYK
- Baseline
- Eye
- Metropolis
- Dwell
- Adbusters
- Computer Arts
- Juxtapose
- IDN (International Designers Network)

Materials

- 11" x 14" Drawing paper for sketching
- 11" x 14" Heavy-stock Paper that won't feather markers (ie- Manga Paper, Smooth Bristol Board Paper) - this is for finished artwork
- Gum eraser (eraser brush is optional)
- Drafting tape (NOT masking tape)
- Mechanical Pencils
- Technical Pens (Sakura, Staedtler, Copic)
- T-square
- 45° and 30-60° triangles
- Irregular Curve (French Curve)
- Clear plastic ruler for measuring
- Clear plastic protractor
- Markers (Copic or Prismacolor). One black marker and one non-black, semi-transparent color. Avoid harsh, rich colors (ie- bright red), medium to dark grey will work best.
- Compass with pen attachment. Various sizes recommended.
- Sandpaper for compass lead
- Stencils / Templates (optional, as needed)
- Xacto knife and blades
- Metal ruler / straight-edge (used as a guide for cutting)
- Rubber cement, PMA or other suitable adhesive for mounting
- 3 ring binder or folder for organizing research and hand outs
- Bag or box for drawing tools
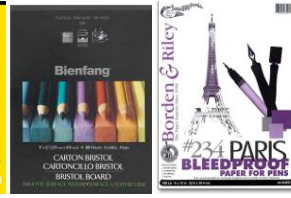- USB thumb drive 4 GB or higher reccomended

Additional supplies may be purchased as needed.
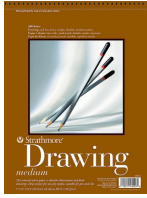
11" x 14"
Drawing or Sketching Paper
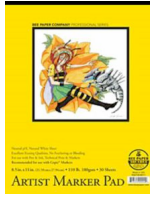
11" x 14"
Heavy-stock Paper for Markers
(ie- Manga Paper, Smooth Bristol Board Paper)

Gum Eraser
or similar
(Dust Brush is optional)

Drafting tape
or
Drafting Dots

Small Ruler
with Measuring Units

T-square
24" or larger recommended

45˚ and 30-60˚ **Triangles**

Irregular Curve
(Bezier/French Curve)

Stencils
(optional)

Hard Lead Pencil
(ie- 5H, 7H, 9H)

Technical Pens
(Sakura's Micron, Staedtler— size .05)

Sketch Marker
(Copic, Prismacolor)
Light Blue preferred— or non-black, semi-transparent color.
No harsh, rich colors

Compass
Various sizes recommended —with a pen attachment.

Sandpaper
for compass lead
(optional)

Xacto Knife + Extra Blades
(for cutting matte board/ paper)

Large Metal Ruler
(used for cutting mattes)
24" or larger recommended

Rubber Cement
for mounting

3 Ring Binder
(for organizing research, process, and handouts)

Plastic Sheet Protectors

COMPUTER RELATED MATERIALS

1. Digital file storage device (USB Flash Drive; with student's name).

2. Adobe Illustrator & Photoshop.

Additional supplies may need to be purchased as needed.

"Symbol"
by Steven Bateman and Angus Hyland
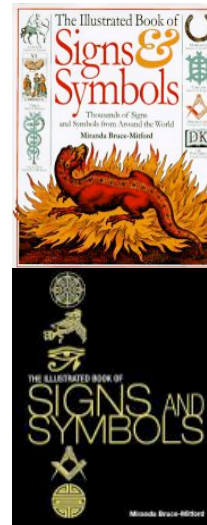
top: front jacket
bottom: without jacket

example price: $22 (Amazon Used)

"Ideas That Changed the World"
by Felipe Fernandez Armesto

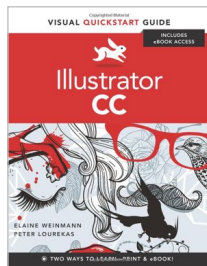2 cover versions—either is acceptable

example price: $1 (Amazon Used)

"Illustrated Book of Signs and Symbols"
by Miranda Bruce-Mitford
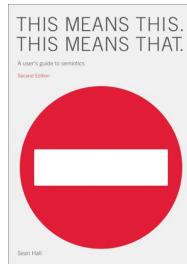
2 cover versions—either is acceptable

example price: $1 (Amazon Used)

"Illustrator CC: Visual QuickStart Guide"
by Elaine Weinmann, Peter Lourekas

...or version equivalent

example price: $20 (Amazon Used)

"This Means This, This Means That: A User's Guide to Semiotics"
by Sean Hall, 2nd Edition

example price: $16 (Amazon Used)

"Understanding Comics: The Invisible Art"
by Scott McCloud

example price: $7 (Amazon Used)

Date	Class Activity	Work Due / Homework
8/25	♥ First day of class 🖥 Syllabus 🖥 Lecture: Project 01 Introduction 👥 Study groups!	HW: Create a list of at least 4 movies. List possible icons for each movie.
8/27	🖥 Lecture: Introduction to Semiotics Demo: Mechanical Drawing Basics Demo: Mechanical Drawing: Golden Ratio Discuss: Movie icons	DUE: Movie Selections for Project 01 HW: Read chapters 1-3 "Understanding Comics"
9/1	✖ NO CLASS - Labor Day Holiday	
9/3	🖥 Lecture: Geometric Design Discussion: Chapters 1-3 "Understanding Comics" In-class THUMBNAIL-A-THON: produce 50 sketches by end of class.	HW: Read chapters 4-6 "Understanding Comics" HW: Continue to sketch and refine icons.
9/8	🖥 Lecture: Symbol Design Process 🖥 Lecture: Project 02 Introduction Demo: Mechanical Drawing Problems	DUE: Project 01: 20 rough icon sketches DUE: Exercise 01: Golden Rectangles
9/10	Class in Dallas for DSVC Meeting Check **www.dsvc.org** for details.	HW: Read chapters 7-9 "Understanding Comics" HW: Choose and research 6 ideas for Project 02
9/15	🖥 Lecture & Demo: Vector Illustration Demo / In-Class: Pen Tool Quiz Select 3 ideas (from 6) for Semiotic Poster - Project 02	DUE: Exercise 02: Letterform Construction DUE: Project 01: 4 icon final selection, refined sketches of each DUE: Presentaiton - 6 ideas for Semiotic poster (read to class)
9/17	✏ Work Day 👥 Study group official check-in	DUE: Exercise 03: Mechanical Drawing Problems DUE: Project 01: Further refined sketches, preliminary geometric design DUE: Sketched ideas for poster separation line
9/22	👁 In-Progress Critique: Project 01	DUE: Exercise 04: Animal Icons DUE: Exercise 05: Pointless Corp. DUE: Preliminary vector icons (bring printouts)

As the instructor for this course, I reserve the right to adjust this schedule and syllabus in any way that serves the educational needs of the students enrolled in this course. You will receive a revised document if changes occur. - Andrew Klein

9/24	✏ Work Day	DUE: Refined vector icons with color.
9/29	**Critique & Presentation ★★★** Project 01: 4 Icon Challenge	**DUE:** Project 01: 4 Icon Challenge: Poster, Presentation, Process work.
10/1		HW: Noun Project - Icon analysis poster
10/6	🖥 Lecture: Project 03 Introduction	DUE: Noun Project - Icon analysis poster
10/8	👁 In-Progress Critique: Project 02	
10/13	👪 Study group official check-in ✏ Work Day	
10/15		
10/20	**Critique & Presentation ★★★** Project 02: Semiotic Formula	**DUE:** Project 02: Semiotic Formula: Poster, Presentation, Process work.
10/22	🖥 Lecture: Project 04 Introduction	
10/27	👪 Study group official check-in	

| 10/29 | 👁 In-Progress Critique: Project 03 |
| | ⚠ FYI: Last day to drop classes; requests to advisor must be submitted prior to 4:00 pm. |

| 11/3 | |

| 11/5 | ✏ Work Day |

| **11/10** | **Critique & Presentation ★★★** | **DUE:** Project 03: Icon Variations: Poster, Presentation, Process work. |
| | Project 03: Icon Variations | |

| 11/12 | In-class exercise: Rapid Brainstorming |

| 11/17 | ✏ Work Day |

| 11/19 | 👥 Study group official check-in |

| 11/24 | 👁 In-Progress Critique: Project 04 |

| 11/26 | |

| 12/1 | ✏ Work Day |

12/3	**Critique & Presentation ★★★**	**DUE:** Project 04: Visual Identity, Mounted Work, Presentation, Process work.
	Project 04: Visual Identity	
	Last day of class	

| 12/8 | |

_____

Student Signature   Date

_____

Print Name

Course Awareness

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

FERPA Consent for Course Blog Participation

Under the Federal Family Education Rights and Privacy Act of 1974 (FERPA), a student's education records are protected from disclosure to third parties. Because of the public nature of weblogs (blogs) and other social internet media, students must provide written consent for internet participation in a course setting.

I understand that participation in weblogs (blogs) and other social internet media is required and give permission to Professor Andrew Klein of the Art & Art History Department to include me in these online formats for this course. I understand that these online formats will be open and accessible to the public.