

# ART 3354: SIGN & SYMBOL

FALL 2012 : SECTION 002



Andrew Klein



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FA 358



Monday & Wednesday  
6 PM – 8:50 PM



379A FA  
Tuesday & Thursday  
9 PM – 9:30 PM  
*by appointment only*

## 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.
- Signs & Symbols | Transformation of an Icon.
- Four Icon Poster.
- Semiotic Formula Posters.

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.

# CLASS POLICIES

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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 of their own time in course-related activities, including reading, research, assignments, etc.

## EMAIL & COMMUNICATION

The best way to ask questions about assignments and review work is in person during class time. Students seeking individual consultation may email in regards to their concerns or consult with the instructor after class.

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

If you must send in-progress work by email, please follow these guidelines:

- Ask specific questions, include what type of feedback you need
- If sending multiple thumbnails or options, number or label each
- Do not send working files (ai, psd, indd), send small PDFs or screenshots (jpg or png)
- Please, no large attachments (less than 3mb total per email)

## 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 of the reason 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, doctor, 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 of 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.
- Internet and cellphone use not directly related to class are to be reserved for outside of class time and/or during breaks. This includes, but not limited to, Instant Messaging, Facebook, Gaming, Email, and others.
- Food and drinks are not permitted in the computer room.
- Violation of these rules may result in grade reduction

# GRADING POLICIES

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## 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.

## GRADING WEIGHTS

For the purposes of computing grades on individual assignments, grades will be measured out of 100 points (or percent) per assignment.

A	= 90 — 100
B	= 80 — 89
C	= 70 — 79
D	= 60 — 69
F	= 59 or below

## 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/late will receive an automatic 10% reduction on the project grade.

## INCOMPLETE WORK

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

## REWORKING PROJECTS

Students are encouraged to enhance their work even after it is completed and graded. Reworked projects are eligible for up to 10% increase in grade, discuss with instructor on how this may be achieved *before* attempting to rework a project. All work must be submitted on or before the last day of class.

# GRADING POLICIES

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## 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.)

Occasionally individual assignment grade sheets may come in a slightly different configuration, but the general categories will remain the same.

## COURSE FINAL GRADES

The final grade is an equally-weighted 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.

# UNIVERSITY POLICIES

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## 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. 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](mailto: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](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

# UNIVERSITY POLICIES

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## 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](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://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.

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## 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 be reviewed by the Departments Grievance Committee. All resolutions will adhere to university policies.

## RELEASE FORM TEXT

### 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.

→ Sign and date the release form during first week of class. ←

# PROJECTS OVERVIEW

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## PROCESS BOOK

Create and maintain a process book/design idea diary for the entire semester with entries for each assignment and each class meeting. This

## PROJECT A : SIGNS & SYMBOLS

Design an icon of a 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 B : 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.

## PROJECT C : SEMIOTIC FORMULA

You will explore semiotics through the development process of constructing meaning to an icon. This will be done by applying a basic math equation to an influential world idea that is ultimately expressed through a series of visual symbols. The end result of the equation may either be an existing symbol that is already associated with the idea, or a completely new symbol created by the student influenced by parts from the symbols in the formula.

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



## 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.  
*Recommended*

"Ideas That Changed the World" by Felipe Fernandez Armesto.  
*Recommended*

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

Adobe Illustrator [Recent version] for Windows and Macintosh: Visual QuickStart Guide.  
*Optional*

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

## SUGGESTED PUBLICATIONS-

- Print
- Communication Arts
- Step Inside Design
- HOW
- CMYK
- Baseline
- Eye
- Metropolis
- Dwell
- Adbusters
- Computer Arts
- Texas Monthly

## SUPPLEMENTARY MATERIALS

- Xacto knife/blades
- Metal ruler
- Compass, circle and oval templates and other drafting tools as needed
- Glue stick/rubber cement/spray glue
- Fine point sharpie marker
- Inexpensive technical pens
- 3 ring binder (for organizing research and hand outs)
- Digital file storage device - Thumb Drive
- Additional supplies may need to be purchased as needed.

# CALENDAR

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

- Andrew Klein

\* Critique day attendance is required. An unexcused absence during a critique will result in an automatic lowering of your assignment by two full letters (the highest possible grade you could then make would be a C).

8/17	Introduction, Syllabus, Project A Introduction
8/29	Begin Project A: Choose an object, sketch in class
9/3	<i>Labor Day - Holiday, No Class</i>
9/5	Due: 50 Concept Sketches for Project A, Stage A - In-Progress Critique
9/10	Due: Project A (Stage A) 25 Concept Sketches / 75 total for Project A, Stage A Select 5 sketches, produce rough vector artwork for each.
9/12	Due: Project A (Stage A) Final vector artwork (Printed, not mounted), In-Progress Critique Begin concept sketches for Stage B-C
9/17	Due: Concept sketches for Stage B-C, Begin concept sketches D,E,F
9/19	Due: Project A, Stages A-F , Begin Stage F (Poster)
<b>9/24</b>	<b>★ Project A - Final Critique - All material due</b>
9/26	Introduction to Project B, Choose Narrative Work
10/1	Due: Project B, Expanded outline sketch (storyboard)
10/3	Work Day / Individual Critique
10/8	Due: Project B, 20 Concept Sketches per each of 4 icons (4 x 20 = 80 total)
10/10	Select 3 - 5 directions, begin to produce rough vector comps
10/15	Project B, In-Progress Critique, bring printouts to class
10/17	Work Day
10/22	Refinement In-Progress Critique - bring printouts to class
10/24	Work Day
<b>10/29</b>	<b>★ Project B - Final Critique - All material due</b>
10/31	Introduction to Project C
11/5	Due: Project C - 10 Concept Sketches
11/7	
11/12	Work Day / Individual Critique
11/14	Due: Project C - 20 Concept Sketches (of total semiotic equation system)
11/19	Due: Project C - Rough vector artwork
11/21	In-Progress Critique, bring printouts to class
11/26	Due: Refined vector artwork
11/28	Work Day
12/3	Work Day
<b>12/5</b>	<b>★ Project C - Final Critique - All material due / Last Day of Class</b>