

# **SIGN & SYMBOL ART 3354**

FALL 2017

Room 357      Professor Deanna Gibson  
Mon & Wed      Deanna.Gibson@uta.edu  
2 to 4:50 pm      Fine Art Building, #379A  
Office Hours:  
Monday 1 - 2pm,  
Thursday 2 - 3pm

## **COURSE DESCRIPTION:**

Design and problem solving focusing on transformation of visual elements into logos, logotypes, information and environmental graphics.

**Prerequisite:** 2354, 2355, or permission of the advisor.

## **COURSE STRUCTURE:**

The structure of the class includes lectures, demonstrations, group discussion, individual and group critiques and in/outside class studio activities. Projects will be assigned and will be due on scheduled dates. Each project will include an introduction to the specifics of what is expected and what concepts we are covering. Critique and class review will take place for assigned projects. Grades will be presented after each project and at the conclusion of the semester.

Please review the grading criteria and course requirements information. During the semester if you have any questions please contact me by e-mail or during office hours.

## **COURSE OBJECTIVES:**

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

## **STUDENT LEARNING OUTCOMES**

The student will:

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

## **COURSE PROJECTS:**

- A. Four Icon Poster.
- B. Semiotic Formula Posters.
- C. Icon Transformation Poster.
- D. Corporate Identity Set.

**Comprehensive Process Book** - must be maintained for all projects and must involve initial analysis activities, project updates, and observations.

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.

## **ATTENDANCE POLICY:**

Attendance is required and roll will be taken by a sign-in sheet. It is your responsibility to sign the attendance sheet. Handouts will be given to absent students, but there will be no re-lecture. It is your responsibility to get notes from other classmates. The final critique for the course is required attendance.

Over THREE absences will result in a reduction of your final grade by one letter grade. With each additional unexcused absence, the grade will drop an additional unit. After 15 minute a tardy will be considered an absence.

## **LATE WORK:**

All work is to be turned in on time. Late work will only be accepted at the instructor's discretion. Work turned in tardy (one class period) will receive an automatic drop of a full letter grade on the project grade. All other late work (one week or longer) will not be accepted and will be recorded as a zero.

## **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 12 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc. Significant progress is expected between classes. You are responsible for coming to class with the completed assignment and all necessary materials for continuing work on the assignment. Projects are due at the beginning of class.

## **FINAL GRADES: PROJECT PERCENTAGE**

Your final grade will be calculated as follows:

- 80% Projects & Process Book
- 10% In Class Participation / Class Assignments
- 10% Quizzes / Tests

## **PROJECT EVALUATION CRITERIA:**

The project grade will be based on the student's performance in the following:

- A. Innovative Idea Development / Conceptual Skills / Design Skills
- B. Rendering, Production, Craftsmanship and Technical Skills
- C. Personal Commitment

Unprepared, late to class, and/or non-participating students will receive a reduced project grade.

## **GRADES:**

- A (excellent):** The quality is performed to a very high standard of proficiency.
- B (good):** The quality is performed to a high standard. The student has reached a level which clearly exceeds "competency".
- C (average):** Met minimum requirements.
- D (weak):** The quality is demonstrated as weak.
- F (unacceptable):** The quality is absent or performed to a very low level, or performance is seriously flawed.

Final grades are the total of all projects grades, attendance, and participation. Coming to class, and finishing the assignments does not guarantee a good grade — final projects/effort/class participation does.

#### **COMPUTER LABS**

All students are required to log-off the classroom computers at the end of class. Internet and cellphone use not directly related to the progress of classroom objectives 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.

#### **EMAIL COMMUNICATION:**

If your email has not been responded to within two days please contact me again.

#### **AMERICANS WITH DISABILITIES ACT:**

UT 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), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. 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).

Counseling and Psychological Services, (CAPS) [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

#### **NON-DISCRIMINATION POLICY:**

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).

#### **TITLE IX POLICY:**

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex

discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).

#### **ACADEMIC INTEGRITY:**

Students enrolled all UT Arlington courses 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.*

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. 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. Additional information is available at [https://www.uta.edu/conduct/](http://www.uta.edu/conduct/).

#### **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 message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

#### **ELECTRONIC COMMUNICATION:**

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 in box 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>.

#### **CAMPUS CARRY:**

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

#### **EMERGENCY EXIT PROCEDURES:**

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located at the stairs. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

#### **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 (<http://www.uta.edu/aoa/fao/>).

#### **STUDENT FEEDBACK SURVEY:**

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online 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 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 (<http://www.uta.edu/aoa/fao/>).

#### **TEXTBOOKS:**

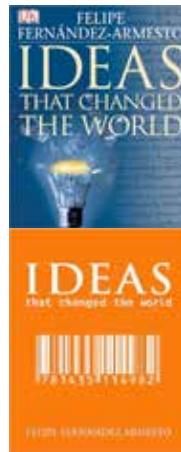
##### **Purchase this REQUIRED book**



"Understanding Comics:  
The Invisible Art"  
by Scott McCloud

example price: \$7 (Amazon Used)

##### **These books may be used as a reference this semester**



"Ideas That Changed the World"  
by Felipe Fernandez Armesto

2 cover versions—either is acceptable



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

2 cover versions—either is acceptable

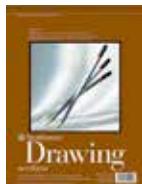


"Symbol"  
by Steven Bateman and Angus Hyland

top: front jacket  
bottom: without jacket

## MATERIALS:

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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.*