

Syllabus for
ART 355 – Graphic Design Studio
1.5-3.0 Credit hours
Fall 2022

I. COURSE DESCRIPTION

Introduction to characteristic procedures relating to professional practice via a studio environment. Problem solving, prototype development, usability testing and technical delivery of diverse client-based projects. Assessment via written and verbal critiques, research, analysis and descriptions of project-based work. (Class contact for studio–5 hours per week. Course can be repeated for credit for up to six hours.)

Prerequisite: ART 218, 318.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After completing this course successfully, students will be able to:

- A. Create, execute, and evaluate projects associated with client driven graphic design solutions
- B. Document a discerning awareness of design elements in written and oral form, via critiques and written discussions to clients
- C. Test vocabulary and visual identification of business procedures.
- D. Complete design projects deemed appropriate for professional competency
- E. Learn and implement typical professional procedures during associated with client-driven interaction

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program: Art

- A. Bachelor of Fine Arts (BFA) Graphic Design
 - a. The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.
 - b. The student will demonstrate competence by developing a body of work for evaluation in the major area of study.
 - c. The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.
 - d. The student will conceive, design and evaluate visual communications principles, processes and systems
 - e. The student will choose appropriate design technology based on understanding of and the ability to use

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes as indicated on the last page

- A. Personal Resilience
- B. Intellectual Pursuit
- C. Bold Vision

V. TEXTBOOKS AND OTHER LEARNING RESOURCES

- A. Required Materials
 - 1. Textbooks
 - a. Foote, Cameron S. *The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic*

Last revision: Fall 2022-JH

Design or Communications Business; W. W. Norton & Company; New Ed edition, 2014. ISBN-10: 0393734005 ISBN-13: 978-0393734003

b. Monteiro, Mike; *Design is a Job*; A Book Apart, 2012. ISBN-13: 9781937557041

2. Other

a. <http://d2l.oru.edu/> Students are required to use course D2L (Desire 2 Learn) site.

b. Supplies for the course are listed on the course D2L site.

c. This course requires possession of appropriate laptop and software as specified by the Art and Design Technology Requirement (<https://oru.edu/academics/coacs/cmd/art-design-tech-req.php>).

d. Current Student Membership in Professional Organization pertinent to career plans and described on course D2L site.

B. Optional Materials

Textbooks

a. Phillips, Peter L.; *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*; Perseus Books Group, 2014. ISBN-13: 9781621532279 (Kindle Edition) ISBN-13: 9781581159141 (paperback edition)

b. Perkins, Shel, *Talent Is Not Enough: Business Secrets For Designers (Voices That Matter)*, Kindle Edition, Peachpit Press: 2014.

VI. POLICIES AND PROCEDURES

A. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
 - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining

maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.

4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. Grades are calculated based on attendance and the evaluation of all work submitted. The final score is calculated based on the following ratio: Assignments = 70%; Exercises, Quizzes, and Attendance = 10% each. A complete description of the procedures can be found on the course D2L site under "Course Introduction > Evaluation Procedures > Grades."
- b. More than three (3) Absences will result in the reduction of at least one letter grade from the final course grade. A complete description of the policy can be found on the course D2L site under "Course Introduction > Evaluation Procedures > Attendance Policy."
- c. A one-letter grade per assignment penalty is assigned to late work. A complete description of the policy can be found on the course D2L site under "Course Introduction > Evaluation Procedures > Late Work Policy."

2. Whole Person Assessment Requirements

- a. Required Assignments
 - 1) WPA-AGRD-Professional Portfolio Assessment
 - 2) WPA-AGRD-Client Driven Design Project
 - 3) WPA-AGRD-Promotion Package
 - 4) WPA-AGRD-Design Brief
 - 5) WPA-AGRD-Senior Project Proposal
 - 6) Artifacts from this course may be required submissions or assessments for requirements in other courses.
- b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment.

VI. COURSE CALENDAR

Weeks	Topics
1	Course Introduction
2-3	Refresher Project
4-5	Client Driven Project, Studio Policies and Procedures

4-15	Client Driven Schedule, Unique to Setting and Project
5-9	Brand Identity
10-15	Portfolio Promotion Package, Project Support and Outstanding WPA Assignments Due
Finals Week	Final Review, Exit Examination

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This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

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OUTCOMES	Significant Contribution	Moderate Contribution	Minimal Contribution
Spiritual Integrity			
Graphic Design Outcome Students form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.		X	
ART 355 Graphic Design Studio Present analysis of experience from Christian worldview.			X

Personal Resilience			
Graphic Design Outcome The student will demonstrate competence by developing a body of work for evaluation in the major area of study.		X	

Intellectual Pursuit			
ART 355 Graphic Design Studio <ul style="list-style-type: none"> • Create, execute, and evaluate projects associated with graphic design • Document internship experience, through journal, samples and descriptions of personnel and facilities. • Assess internship preparation, experience and host. 	X		

<ul style="list-style-type: none"> • Document a discerning awareness of design elements in written and oral form, via critiques and written discussions • Complete design projects deemed appropriate for professional competency • Learn and implement typical professional procedures during associated with client-driven interaction 			
<p>Graphic Design Outcome</p> <p>The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.</p>	X		
<p>The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.</p>	X		
<p>The student will conceive, design and evaluate visual communications principles, processes and systems</p>	X		
<p>The student will choose appropriate design technology based on understanding of and the ability to use</p>	X		

Bold Vision			
<p>The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.</p>		X	