Course Description
This course examines complex and multi-faceted commercial design problems as a means of developing dynamic and innovative solutions. Design projects are analyzed according to their conceptual and graphic composition, and are developed to effectively and creatively communicate a message to a specific audience.

Statement of Prerequisites - No Exceptions Here
ART 2110 - Typography, ART 2122 - Digital Design I, ART 2112 – Introduction to Graphic Design

May be taken concurrently with Graphic Design Solutions.

Goal
Graphic Design Concepts is a study of promotion, packaging design and collateral material used in marketing. The focus of this course is demonstrating how key elements and principles of design mixed with smart typographic solutions are used to communicate clearly and memorably through projects that will help build technical, software and creative skills, along with final assembly of the design solutions. This course will continue to focus on developing design skills through concentrating on concepts, production, and presentation.

Outcomes
Upon completion of this course, students should be able to:

1. The student shall be able to layout design of all sides and mock up for a package box.
2. The student shall build branding and digital rendering of front panel of 3 products in a family.
3. Demonstrate effective oral and written communication
4. Solve problems using critical thinking and creativity
5. Appreciate aesthetic and creative activities
6. Use appropriate technology and information to conduct research

Methodology:
Students will complete a series of assignments that build up to a final project that is the culmination of the skills learned during the course. Students will also practice critical thinking in the presentation of their own work, conducting self-critique, and critiquing the work of their peers.

The course is primarily studio and project based with additional reading and writing assignments. The hands-on focus of doing design will be supplemented with lectures/discussions, demonstrations, and critiques. At least once during the semester individual conferences will be held to discuss each student's progress.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Warning – Workload
This course requires time outside of class time per week to complete assignments. A major component of the class is participation (attendance, discussion, readings, writings, and personal exploration).
Evaluation

You will not receive a grade for each individual assignment. Instead you will be assessed on your process, attendance and on the final body of work you produce. You must demonstrate: an understanding of fundamental design concepts, thoughtful and original outcomes to assignments and its effectiveness, active participation in critiques and discussions, and finally professional technique and presentation.

You will receive a preliminary midterm grade to help you assess your performance.

Final grades are weighted 60% on completed work
20% on process (consistency of effort and exploration)
20% on class participation

Evaluation Criteria

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Concept
Concept reflects the strengths and weaknesses of your ideas for each assignment. The qualities of your ideas are reflected in the visual statement of your ideas. The slickest visual design cannot replace the lack of strong concepts that drive your rationale for your use of type, image, line, color and form, etc. Your use of these design elements is measured against the stated aspirations of your concept and the appropriateness to the requirements of the assignment or design challenge.

Process
Concepts rarely arrive fully formed. Ideas require a research process of exploration and trial and error to develop into mature finished work. What range of idea development did you use in creating effective work? Did you take risks? Assessment of your process will be judged by the aggressiveness and depth spent in development through written statements, rough sketches, mock-ups or comps, and any other collateral materials.

Technique
The technique score reflects the craftsmanship, exactitude, and neatness with which the final product is executed. This includes the appropriate and skillful use of technical software to achieve the final product.

Design principles
Your adeptness at thoughtfully employing design principles and spatial relationships will also be assessed.

Outcome
The outcome score reflects assessment of the finished product, which is the sum of your entire process as applied to the particular assignment or design challenge.
Grading as follows

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 - 100</td>
<td>Exceptional performance, effort and accomplishment beyond expectations.</td>
</tr>
<tr>
<td>B</td>
<td>80 - 89</td>
<td>Very good work, consistent effort and participation, full attendance.</td>
</tr>
<tr>
<td>C</td>
<td>70 - 79</td>
<td>Satisfactory work, average effort, good attendance.</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69</td>
<td>Poor work, effort, or attendance.</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
<td>Unacceptable work or excessive absence.</td>
</tr>
</tbody>
</table>

Plus and minus additions to the letter grades will be used to further differentiate the above. Late assignments will lose one letter grade if something is not presented during class critique, and one additional letter grade for each class period late – that’s TWO letter grades if turned in the following class after it is due. (Ouch!) Grades are not subject to negotiation. Art courses are rigorous academic courses and not an easy A.

Attendance

(Single most common cause of poor grade or failure of this class!!)

Attendance is very important and will reflect on your grade. You are allowed three (3) absences for any reason without penalty. On the fourth absence, you drop one letter grade for the course (ex. A to B). If you miss five, of any combination of lecture or lab (for any reason) you will fail (ex. A to F). This is a result of missing too large of a portion of the course to make up. You can fail a class due to lack of attendance alone. Three late arrivals (15 mins or more) to class, count as an absence.

YOU CAN FAIL A CLASS DUE TO LACK OF ATTENDANCE ALONE.

Two late arrivals (15 min or more) to class, count as an absence.

ABSENCE 4, HIGHEST GRADE POSSIBLE: B
ABSENCE 5, HIGHEST GRADE POSSIBLE: C
ABSENCE 6, HIGHEST GRADE POSSIBLE: D
ABSENCE 7, FAIL CLASS

THIS IS NON-NEGOTIABLE (UNLESS THERE IS A MEDICAL EMERGENCY OR OTHER EXTREME EVENT)

Cell phone policy:

All students are expected to conduct themselves professionally during class time. Please turn off cell phones or put them on vibrate; you are welcome to check your messages during class breaks. If for some reason there is an emergency call you need to take while I am lecturing please QUIETLY step out of the room and quietly return.

NO TEXTING DURING LECTURES OR CRITIQUES.

Texting is not permitted during lectures. Following the first infraction of this policy, students will be asked to put their devices away. Following a second infraction, the students will be asked to secure their device in the instructor’s desk or office. Following a third infraction, I ask you to leave, resulting in an absence for the day.

CLASSROOM EXPECTATIONS

Classroom expectations will model professional work place behaviors based on mutual respect. Our goal is to create a climate similar to a professional design studio. We will do that by using the following a format.

• Work hours during this course are to complete assignments for THIS course only. If you have finished your work, then and only then do you have permission to work on other assignments. Projects can always be further refined and perfected.
• Having too much homework in another instructor’s class is not an excuse for not doing the work for this class. Time management is key in this profession.

• Students are encouraged to contribute to classroom discussions. The instructor will set the pace for discussions and the course will advance in a manner best serving the class as a whole. Individual concerns can be addressed during office hours.

• Music may be played to inspire students’ creativity. Students may make requests. If this is not to the student’s liking, please bring headphones. For the student’s own safety and the consideration of other students in the room, if I can hear the music through your headphones, I will ask you to turn it down. There will be NO EAR BUDS IN YOUR EARS DURING LECTURES.

• You may listen to music while working in class. HOWEVER, you may NOT watch YouTube or other videos unless they are instructional and pertain to the current project.

• Gaming is not permitted.

• It is the student’s responsibility to ask informed questions. Often other students have the same questions.

• Please be respectful to each other and to me, as I will give you the same courtesy.

• You are responsible for acquiring information you missed during an absence or if you come to class late. Make friends with your neighbors sitting next to you they will be a good source of missed information. Lectures will not be repeated to accommodate a single student’s absence.

• If you have a question during work periods and I stop the class and give the answer to everyone, please do not take it personally. I am doing this because it was an excellent question that everyone will benefit from or the same question has been asked multiple times and it is my job to clarify with the entire class so everyone understands.

**Classroom Conduct:**

If for some reason there is an incident or incidences where I have to address a disruptive behavior there will be steps taken to rectify the situation.

1. Following a first incident, I will discreetly as possible call you into my office and discuss the issue. At which point you will be welcome to come back to class.
   This incident will be documented with an email to you, copying the department chair, the dean and the disciplinary committee, summarizing the incident and what would be best practices for the future.

2. Following a second incident, I will discreetly invite you to discuss the incident with the department chair and myself. After which point you will be welcome to come back to class.
   This incident will be documented with an email to you, copying the department chair, the dean and the disciplinary committee, summarizing the incident and what would be best practices for the future.

3. Following a third incident, I will ask you to leave the classroom for the day and ask that you not return until we have time to schedule an appointment with the dean and a member of the disciplinary committee at which point further action will be taken. Once a decision is made, you will be then welcome to come back to class.
Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade:
April XX, 2019

Automatic Withdrawal Statement:
Students who have not attended and/or participated in a class they are enrolled in during the first week of the semester will be automatically dropped from that class at the beginning of the second week. If you have questions about this matter please contact your instructor.

Student Rights and Responsibilities:
Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command:
If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Code Violations:
(Cheating and Plagiarism) Casper College demands academic honesty. Academic code violations focus on academic dishonesty, which includes but is not limited to, cheating, plagiarism, buying, selling, or stealing exams; substituting for another person, collusion when collaboration is not approved; knowingly furnishing false information; and copyright violations. Violations of the college’s academic code can result in a range of negative consequences from failing a graded assignment to expulsion from the college. See the Student Code of Conduct for more information on this topic (www.caspercollege.edu/student-handbook)

Official Means of Communication:
Casper College faculty and staff will employ the student’s assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also, where you will find course evaluation links during course evaluation periods.

ADA Accommodations Policy:
If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Harassment and discrimination:
Casper College seeks to provide an environment that is free of bias, discrimination and harassment. If you have been the victim of sexual harassment/gender or sex discrimination/sexual misconduct/assault, we encourage you to report this. If you report
this to an employee, she or he must notify our college’s Title IX Coordinator, Linda Toohey, Associate Vice President for Student Services, 125 College Drive, GW 412, Casper, WY 82601; (307) 268-2667; linda.toohey@caspercollege.edu about the basic facts of the incident. Employee concerns should be directed to the Human Resources Director. For more information about your options, please go to: caspercollege.edu/nondiscrimination.

In case of emergencies:
• In case of fire, please evacuate to the Thunderbird statue to the east of the Visual Arts building.
• In case of shelter in place, if possible please use VA 127 (Photography lecture classroom) or the Kiln Room beyond VA 110 (Ceramics classroom).
• For any emergency or to report an accident, please call Campus Security at 307.268.2688.

Assignment Breakdown

Each Unit will consist of inclass projects, quizzes and take home assignments.

<table>
<thead>
<tr>
<th>Project</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project One</td>
<td>250</td>
</tr>
<tr>
<td>Project Two</td>
<td>250</td>
</tr>
<tr>
<td>Project Three</td>
<td>250</td>
</tr>
<tr>
<td>Project Four</td>
<td>250</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
</table>

Week 1 - 5      Packaging Design
Sweet chilli sauce label design X3 Flavors

Week 5 - 8      Packaging Design   TBD

Week 8 - 12     Festival Promotional material
Festival brand identity and promotional material

Week 12 - 15    Self-Promotion
Show off your work/something to leave behind after an interview
This is all about you and getting you!

All Assignments and Due dates are subject to change at the instructors discretion.