
ART 467.801
Design Communications III

COURSE SYLLABUS

Instructor:
LILY SMITH+KIRKLEY

CONTACT INFORMATION

EMAIL | lilco.tamuc@gmail.com

All emails will be answered in 48-hours. If you need help immediately contact department admin and they will help.

CLASS INFORMATION

CREDIT HOURS | 4.0

MEETING TIMES | Thursday 6:30 - 10:30pm

MEETING LOCATION | Room 418

COURSE DESCRIPTION

This course will build upon all previous design classes and will challenge you to incorporate handmade elements into your process and final product. **This is an opportunity to get hands-on and celebrate the imperfect, funky, and whatever happy accidents happen along the way.** Through four (4) multi-week projects we will explore alternative ways to approach design problems using techniques outside of the computer. Computer and industry standard software will be utilised but all projects will be expected to incorporate: sketching, pen and ink, brushes, markers, cut paper and a variety of improvised methods. Projects will be derived from my own client experiences and my studio practice at Lilco.

SUGGESTED RESOURCES

PERIODICAL | *Uppercase*

BOOK | *Fingerprint: The Art of Using Handmade Elements in Graphic Design* by Chen Design Associates

BOOK | *Fingerprint No. 2: The Evolution of Handmade Elements in Graphic Design* by Chen Design Associates

BOOK | *Naïve: Modernism and Folklore in Contemporary Graphic Design* by Gestalten

BOOK | *Handwritten: Expressive Lettering in the Digital Age* by Steven Heller & Mirco Illic

BOOK | *Little Book of Lettering* by Emily Gregory

WEBSITE | underconsideration.com/artofthemenu

WEBSITE | kellianderson.com/blog

WEBSITE | hillmancurtis.com/artist-series

WEBSITE | underconsideration.com/fpo

PODCAST | Design Matters With Debbie Millman

PODCAST | Studio 360

PODCAST | 99% Invisible

COURSE STRUCTURE

This class will consist of four (4) multi-week projects worked on outside of class and in-class. **A commitment to many hours of homework is required to achieve the goals of this class and its completion.** At the close of each project you'll be expected to present your final work to your peers and instructor — as if presenting to your client. You will explain the pieces in detail giving insight to the decisions and the class will discuss, question and critique.

COURSE OBJECTIVES

- (1) Continue development of understanding graphic design and problem solving on behalf of your client
- (2) Gain further understanding of creative methodologies through experimentation
- (3) Incorporate hand-made elements into every assignment
- (4) Navigate real world issues in the design industry and develop skills to be successful
- (5) Continue to refine mastery of typography and heirarchy

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ASSIGNMENTS & GRADING (SUBJECT TO CHANGE)

ENVELOPE PROJECT	20%	(1-week • Hand-lettered, self addressed envelope)
POSTER PROJECT	20%	(4-weeks • DIY maker branding, Etsy header and product packaging)
BRANDING PROJECT	20%	(4-weeks • Local business identity branding, stationery and t-shirt design)
RESTAURANT PROJECT	20%	(5-weeks • Food & beverage branding, menu and food packaging)
CLASS PARTICIPATION	10%	
WRITTEN ASSIGNMENTS	10%	

Class participation means being attentive, taking notes, paying attention during other students presentations, participating in group critiques, asking questions, and helping other students. A lack of class participation will negatively affect your grade.

Students will be given mini-deadlines for all projects. It is vital that you meet each mini-deadline so as to not fall behind. For each mini-deadline missed after the first, a full letter grade will be dropped from that assignment. While not advised – each student is allowed to miss one mini-deadline for the semester.

The written assignments will be addressed separately but will be a written 1-page response to either a design lecture, museum exhibition or any of the suggested resources previously listed. The video or exhibition that you're writing about will need to be annotated per bibliographic standards and the deadline will be rolling throughout the semester. You are to submit two (2) written responses.

WHAT TO BRING TO CLASS

ANY AND ALL HOMEWORK AND NOTES FROM PREVIOUS CLASS SESSION.

ADDITIONAL RECOMMENDED TOOLS: paper, pencils, variety of mark making devices including but not limited to markers, black india ink, calligraphy pen and nibs, paint brushes, Exacto and blades, tracing or translucent marker paper (11x14in, 100-sheet pad of Bienfang Graphics 360 Marker Paper)

ATTENDANCE

TIMELY AND REGULAR ATTENDANCE IS REQUIRED.

- Showing up to class unprepared is equivalent to not showing up at all.
- On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
- On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- While not advised – each student is allowed two absences.

- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from break of more than 10 minutes equals one absence.

There is no distinction between excused and unexcused absences.

GRADE EVALUATION

GRADES WILL BE ASSIGNED ACCORDING TO THE FOLLOWING SCALE:

- A** | work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B** | work above the general class level, participation in classroom discussion and critique
- C** | average work, minimum requirements met
- D** | work below class average, lack of participation and/or poor attendance
- F** | inferior work, work not turned in, failure to attend class

In addition to project and written assignment grades, students final grade will also be based on critique participation and application, work ethic, and attitude.

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GRADE EVALUATION CONTINUED

After every project final critique, each student is allowed to re-submit their work for instructor re-evaluation and re-grading. This offer lasts for one (1) week following the final group presentation. It is the student's responsibility to contact the instructor and request re-evaluation. Work re-submitted should be re-worked per feedback received during the final class critique. A higher grade is not guaranteed or promised.

ACADEMIC INTEGRITY AND PLAGIARISM

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 - 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

STUDENT CONDUCT/CITIZENSHIP

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

BE HERE BECAUSE YOU WANT TO BE, DO NOT WASTE THE TIME OF YOUR INSTRUCTOR OR FELLOW CLASSMATES,
DO NOT PROCRASTINATE AND FALL BEHIND.