ART 2210: CONCEPTS IN COMMUNICATION ARTS SPRING 2012

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This class is a continuation of the work you did in art 2200. We will deal with large quantities of text type, the creation of symbols and systems, and 3d design. This is also the course leading up to portfolio submission for admission to the graphic design major so preparation of materials for submission will also be covered.*

Assignments and schedules are available on the class website at http://myweb.ecu.edu/graphicdesign/2210

We are required to include the following notice. It is our policy to accommodate reasonable student need (legally required or otherwise):

Americans with Disabilities Act: East Carolina University seeks to fully comply with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a covered disability must go to the Department for Disability Support Services, located in Slay 138 to verify the disability before any accommodations can occur. The telephone number is 252 737-1016.

Please note that process work is vital to a good result and is an essential part of the class. Failure to do the required process work as described will result in a lowered grade (in addition to the lowered grade that will result from the poorer quality work that comes from the failure to do the process work.)

*Portfolios for graphic design major consideration will be viewed on the first reading day, the day after the end of the semester. The portfolio should include all projects from 2200 and 2210 mounted plus at least two process books and a sample of writing from the classes. (Mounting requirements TBA.)

A grade of A is consistent strong work of exceptional quality with substantial investment in research and sketch development. Concepts must be unique, innovative, and memorable. An exceptional work ethic must be demonstrated.

A grade of B is consistent high quality work characterized by good quality results in terms of research, sketch development, concepts and craftsmanship. Sound thinking and a strong work ethic are indicative of this grade.

A grade of C is inconsistent or merely acceptable work that exhibits qualities which serve to solve a given problem adequately but do not go beyond the minimum requirements of the project. Research, sketching and craftsmanship are typically acceptable, but show no additional emphasis or level of refinement. Concepts are also adequate, but without any special merit or memorable qualities.

A grade of D is poor quality or late work that does not meet the minimum expectations for a given assignment. It is generally lacking in some or all aspects of development and/or completion. An absence of time investment is often a characteristic of this work.

A grade of F is missing or unacceptable work including work that is generally unrefined, incomplete, or substantially lacking in process and development. It shows little care for the given parameters and/or the finished product. Each project will be assigned points; any project can be resubmitted for additional points although the revised points will be lower than if you had submitted similar quality work in the first place. All project scores to date, total points needed for a given course grade, and available points will be announced midway through the semester.

Students showing up without work done or with work that doesn't address the assignment will be assessed the equivalent of one half of one unexcused absence. It is ECU policy that the course grade will be lowered one full grade for each three unexcused absences. Unexcused lateness beyond five minutes will also result in an assessment equivalent to one half of an absence. Unexcused lateness beyond twenty minutes will be treated as an absence.

Plagiarized work will result in a grade of F for the class and reporting of the incident to the university.