ART 2210: Graphic Design Studio I • spring 2013

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office: 252-328-1316 // 120 Jenkins Fine Arts Center
SECTION 1: M/W 8:00–10:50 / 1301 Jenkins
SECTION 2: T/R 11:00–1:50 / 1301 Jenkins

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office: 252 328-5180 // 215 Erwin
SECTION 3: T/R 8:00–10:50 / 1301 Jenkins

P: ART 2200 or consent of instructor. Exploration of conceptual problem solving in two- and three-dimensional applied design. Further exploration of media and techniques, including electronic environments.

At the end of this course students will be able to:
• Describe the historical development of graphically designed visual arrays and their effects on contemporary applications in this field;
• Define and apply the following principles of typography: legibility, readability, appropriateness, function, flow, and form;
• Identify, comprehend, and apply semiotics to the critical assessment of design solutions;
• Interpret the social and cultural contexts of design problems;
• Create solutions to design problems across various formats and media, including trademark design, packaging, and editorial design;
• Produce an entrance portfolio for application to the graphic design concentration.

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

*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 EC-U 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.

You must complete all projects to pass this class.

Projects:
Editorial Spreads—30% of grade
Culinary Trademark—30% of grade
Culinary Packaging—30% of grade
Writing and Participation—10% of grade

Grading Scale

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>100–94%</td>
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<tr>
<td>A–</td>
<td>93–90%</td>
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<td>B+</td>
<td>87–89%</td>
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<td>B</td>
<td>83–86%</td>
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<td>B–</td>
<td>80–82%</td>
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<td>C+</td>
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<td>D+</td>
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<td>D</td>
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<td>D–</td>
<td>60–62%</td>
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<td>F</td>
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