

The Art Institute of California

Course Syllabus

Course Number: GD4406
Course Title: Advanced Study

Class Meeting Time: Friday, 1–5

Session/Year: Summer, 2009

Instructor Name: Marty Chappell

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Phone: 415-276-6620

Instructor Availability Outside of Class: ask instructor for current meeting times/office hours

Advanced Study

Course Description:

This course offers students the opportunity to pursue advanced study within the area of graphic design with the approval of the Academic Department Director.

Course Length:	11 Weeks
Contact Hours:	44 Hours
Lecture:	22 Hours
Lab:	22 Hours
Credit Values:	3 Credits

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Assess your own current skills and design tasks accordingly.
- Demonstrate the ability to self-direct, time manage, analyze and present your project goals and progress.
- Confront and remedy design problems.
- Identify, analyze, and prioritize problems.
- Apply logical design valuation.

Course Prerequisite(s): GD3384 Advanced Design

Text(s): None

Materials and Supplies: Storage disk, presentation supplies, color prints, sketchbook, pens and markers.

Estimated Homework Hours: 4 hours per week

Technology Needed: Computer, design software, office software, camera, printers, scanner

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that

information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation:

Project re-designs/improvements	+100% of possible points (see "Class Rules & Requirements" page)
Attendance and Participation	-30% of possible points (see "Class Rules & Requirements" page)

The purpose of this class is to prepare 5 pieces for your graduate portfolio. This means you will be choosing 5 pieces of work that you have already worked on, and add-to or improve each of these previous projects until it is absolutely ready to go into your portfolio for graduation. This is essentially a chance to build approximately $\frac{1}{3}$ to $\frac{1}{2}$ of your final portfolio in advance of the Portfolio II class.

Class projects are worth the following percentages:

1. Project #1	20 %
2. Project #2	20 %
3. Project #3	20 %
4. Project #4	20 %
5. Project #5	<u>20 %</u>
	100 %

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Weekly deadlines (set by student) must be met.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Weekly Course Outline

- Week 1:** **Lecture:** The independent project discussed. Students are expected to prepare a total of 5 past projects for portfolio quality presentation by the end of the quarter (1 project will be presented in class every two weeks).
Lab/Homework: Write a Designer's Statement stating your objectives/inspirations, and a weekly production schedule for the 5 projects you've chosen to re-work/improve.
Begin developing assignment #1.
- Week 2:** **Lecture/Lab:** Present Designer's Statements, plus proposals and offer class feedback.
Homework: Continue developing assignment #1 for presentation next week.
- Week 3:** **Presentation of Revision #1 (before & after)**
Lecture/Lab: Discussion/critique of revisions. Meet individually to go over project(s).
Homework: Begin developing assignment #2.
- Week 4:** **Lecture/Lab:** Check in on progress.
Homework: Continue developing assignment #2 for presentation next week.
- Week 5:** **Presentation of Revision #2 (before & after)**
Lecture/Lab: Discussion/critique of revisions. Mid-Term checkpoint on progress of work. Student will be evaluated on completion of assignments based on weekly production schedule.
Homework: Begin developing assignment #3.
- Week 6:** **NO SCHOOL: Presidents Day holiday** (February 15, 2008)
Homework: Continue developing assignment #3 for presentation next week.
- Week 7:** **Presentation of Revision #3 (before & after)**
Lecture/Lab: Discussion/critique of revisions. Meet individually to go over project(s).
Homework: Begin developing assignment #4.
- Week 8:** **Lecture/Lab:** Check in on progress.
Homework: Continue developing assignment #4 for presentation next week.
- Week 9:** **Presentation of Revision #4 (before & after)**
Lecture/Lab: Discussion/critique of revisions. Meet individually to go over project(s).
Homework: Begin developing assignment #5 for presentation final week.
- Week 10:** **Lecture/Lab:** Check in on progress.
Homework: Continue developing assignment #5 for presentation next week.
- Week 11:** **Presentation of Revision #5 (before & after)**
Lecture/Lab: Discussion/critique of revisions.

Some of the factors I consider when evaluating your class efforts and progress:

- Ability to self-select a variety of previous projects, and plan a schedule for the necessary workflow.
- Before & After progress— clearly shown for each re-worked project chosen.
- Degree of difficulty in re-design (were there *little* or **extensive** changes/additions).
- Deadlines for presentation(s) met. **Every two weeks we'll present in class.**
- Portfolio-quality revisions; ready for graduate presentation; polished and good-to-go.
- Attendance: mandatory each week—for feedback, re-work strategies, presentation, and offering productive critique to your classmates.
- Print production: on-time, high quality print job, presented well (mounted if necessary).
- Artist's statement: cohesive, understandable, compelling, well written (grammar & spelling).
- Total of five pieces (or more) clearly re-worked / improved for portfolio inclusion.

Class Rules & Requirements: (read the fine print...)

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 30% of your grade (1 pt. x 30 hrs.). Perfect attendance earns 2 extra percentage points.**
- By school policy, there are no excused absences.

Class Attendance Policy:

8 hrs or less of missed class time, and you get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some **examples:**

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).

- All assignments should be finished on time in order to progress smoothly. A project revision must be presented in class to be counted as “turned in”. *Assignments turned in late will be lowered one whole grade (10 points) for each class meeting day they are late. Assignments more than one week late will not be accepted.*
- There will be a critique of assignments at the beginning of many class sessions (weeks 3, 5, 7, 9, 11). You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not. **If you are late for class, your assignment will not be included in the critique—as if it were not submitted on time.** This will lower your grade by 10%—the same as being a week late.
- Any project can be further reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date. If you aren’t in class on the day the project is due, you can email me the finished artwork as an attachment (marty@martychappell.com) by due date. Large PDF files (greater than 8 MB) should NOT be emailed. Turn in the PDF file to instructor in person (or FACULTY folder) as soon as you can.

Remember: A project revision must be presented in class to be counted as “turned in”.

- Finished work must demonstrate an understanding of the goals covered in this class / specified in the assignment.
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use studio time for Advanced Study revision projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.
- **Plagiarism statement:** Plagiarism can be defined as presenting someone else’s work as your own. Students found plagiarizing will fail the assignment and may fail the course.