

# **ART 206**

Section 2  
11am Tu & Th  
Fall 2018

## **AMY CANNESTRA**

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# **SYMBOLS**

## **CLASS GOALS**

- Explore symbol characteristics through research, observation, translation, *play*, & creative design
- Develop skills using symbol as primary visual element in graphic design layout
- Work with mark, composition, color, & form to create symbols
- Introduce basic symbolic communication theory
- Create visual meaning using symbolic form (s)
- Explore symbolic communication & context
- Investigate the design problem solving process
- Employ various processes/techniques of design
- Introduce professional graphic design methods and options
- Introduce basic Mac and Adobe Illustrator skills
- Develop skills in craft and presentation
- Develop an approach to graphic design that leads to personal standards of excellence
- Create a portfolio of projects that demonstrates skills and knowledge gained in class. Growth is important.

*(This portfolio can function as a vital part of the BFA portfolio review)*

## **EXPECTATIONS**

This course is composed of lecture, student presentation, demonstration, critique, and in class studio time.

You are responsible for reading all materials assigned and writing when it is requested.

Involvement in studio time, class critiques and discussions will be a valuable opportunity to see how others approach their work.

When helping you I will focus your attention on process to help you develop awareness to your decision making and creative thinking. Often this may feel like I am not giving you the help you are expecting. Instead, I am trying to help you discover.

## **FINAL PORTFOLIO**

You must produce a clean and well organized portfolio by the end of the semester. This should be comprehensive and include all of your rough work as well as your finish projects.

## **CELL PHONE USE**

Place your cell phone on the table top. During work time REASONABLE use of cell phones is permitted. If this rule is abused cell phones will be "boxed" during class time.

## **GRADING**

Projects, attendance, class participation, and the seriousness you bring to the assignments and discussions and critiques will help establish your final grade.

When evaluating your work I will look at the degree of exploration and inquiry that has taken place. Assignment grades will represent levels of refinement in craft and conceptual development.

Documentation of process is essential.

Projects redone for the final portfolio can increase *one letter grade at most*.

## **PROJECTS/ASSIGNMENTS**

### ***P1. Language Form Composition***

Develop a set of letterform-based symbols. Use one assigned typeface for all three parts. Focus on developing compositions that communicate visually and symbolically represent sound and/or meaning. 3 part assignment.

### ***P2. Iconic Marks***

Translate and object into a 3D form. Investigate the form through the design process.

### ***P3. Color and Meaning***

Explore color as symbolic communication. Develop and apply a color palette to accompany the symbols created in P2.

### ***P4. 3D Form***

Explore symbolic meaning in 3D form. Create a 3D translation of symbolic mark. Explore issues of volume, positive/negative relationships, open/closed space, scale, etc. Consider the view from all directions when working on the design.

### ***P5. Symbol Set - Narrative***

Design a set of symbols based on daily activities.

## **MATERIALS**

A variety of drawing and design materials and tools will be needed to complete the projects for this class. Most of these are basic tools for work as an artist or designer and will continue to be important throughout your studies. All are available at the University Bookstore and many are available at other stores in town or online.

### ***General Art Materials & Tools***

- CUTTING MAT - 12"x19" or larger  
do not cut on the tables!!
- X-ACTO KNIFE WITH BLADES
- GOOD SCISSORS
- 18" OR 24" METAL RULER
- DRAWING SUPPLIES
  - pencil, pen (ink), charcoal
  - tracing paper
  - paper/sketch book
- ERASER
- DRAFTING/DRAWING PENCILS (2H & 4H)
- DRAFTING/MASKING TAPE
- CLEAR TAPE (3M Magic Tape)
- GLUE STICK
- ELMERS GLUE (or something similar)

### ***Course Specific Materials & Tools***

- PAD OF MARKER PAPER
- 24" T-SQUARE (optional with raised inking edge)
- FRENCH CURVE SET (optional but very helpful)
- BLACK MICRON TECHNICAL PENS
- BLACK GRAPHIC PRISMACOLOR MARKERS
  - fine point & larger
- GREY & COLOR GRAPHIC MARKERS
  - can purchase as needed
- DRY MOUNT/ADHESIVES/GLUE STICK
- MAT BOARD FOR PRESENTATIONS
- MAT BOARD FOR 3D PROJECT
  - purchase as needed
- 9"x12" PORTFOLIO NOTEBOOK
- 18"x24" PORTFOLIO CONTAINER
- USB FLASH DRIVE/EXTERNAL HARD DRIVE
- TRACING PAPER

## **STUDIO & COMPUTER LABS**

Class projects will introduce basic design skills, using hand techniques and computer hardware & software.

Digital projects will be taught on Mac Computers and the class will focus on an introduction to Adobe Illustrator Cloud v2017/2018. Demos will take place during class and will not be repeated.

Computer projects will use software and fonts available in the UWSP NFAC Mac Labs. Color and black/white printers are available in the NFCA Mac Labs.

It is important to back up your work in at least two places!! Lost files are NOT an excuse for incomplete or late work at school OR in the professional workplace. Purchase a USB drive or an external drive as soon as we start working with Adobe Illustrator.

In the Mac Labs it is best to work on the local computers, and copy your completed files to the MyFiles when done working. Student work stored on the MyFiles can be accessed from ANY computer on campus.

File management details will be discussed during class demonstrations.

The NFAC 182 studio and NFAC 172 labb will be available for use during scheduled class time and there will be some scheduled in-class work time. Students will also need to schedule time to work on projects outside of class. NFAC 182 and other Art & Design studios are available for studio work and there are hours available to work in Mac Labs NFAC 172, NFAC 190, and in the UWSP LRC.

UWSP Lab hours can be found on the Information Technology website.

The University also has a subscription to Lynda. You have FREE UNLIMITED ACCESS:

<http://Lynda.uwsp.edu>

## **ATTENDANCE**

Attendance is **CRUCIAL**. Promptness to class is expected. Absences or lateness will dramatically effect your grade because your understanding of the subject matter and projects will suffer.

### ***YOU MUST BE IN CLASS TO BENEFIT FROM THE THINGS WE DO IN CLASS.***

- Arriving/Leaving FIVE minutes late will be noted. TWO of either counts as ONE missed class
- Handing in projects late or incomplete will count as an absence of that day. The project will be discounted one letter grade for each day of lateness.
- If you are absent I expect you to contact a fellow student and find out what you have missed and what is required for the next class. Do not expect me to "catch you up" the next time we meet – this usually leads to being behind two classes and is very hard to overcome.
- Contact me with specific questions after you have familiarized yourself with the assignment.
- 3 absences will lower your semester grade an entire letter grade.

## **OFFICIAL UWSP POLICY**

Attend all your classes regularly. We do not have a system of permitted "cuts."

If you decide to drop a class, please do so using access SPoint or visit the Office of the Registrar. Changes in class enrollment will impact your tuition and fee balance, financial aid award and veterans educational benefit.

During the first eight days of the regular 16 week term, your instructor will take attendance (see Attendance Roster Reporting). If you are not in attendance, you may be dropped from the class. You are responsible for dropping any of your enrolled classes.

If you must be absent during the term, tell your instructor prior to the class you will miss. If you cannot reach your instructor in an emergency, contact the Dean of Students Office at: 715-346-2611 or [DOS@uwsp.edu](mailto:DOS@uwsp.edu)

If you are dropped from a class due to non-attendance, you may only be reinstated to the class section using the class add process. Reinstatement to the same section is not guaranteed. Your instructors will explain their specific attendance policies to be followed at the beginning of each course.

Off-campus trip by an authorized university group such as an athletic team, musical or dramatic organization, or a class, make appropriate arrangements in advance with the instructor of each class you will miss. If you are absent from classes because of emergencies, off-campus trips, illness, or the like, your instructors will give you a reasonable amount of help in making up the work you have missed.

If you enroll in a course and cannot begin attending until after classes have already started, you must first get permission from the department offering the course. Otherwise, you may be required to drop the course.

If you do not make satisfactory arrangements with your instructors regarding excessive absences, you may be dismissed. If you are dismissed from a class, you will receive an F in that course. If you are dismissed from the University, you will receive an F in all enrolled courses.

## **ATTENDANCE CONTINUED**

### ***Absences due to Military Service***

You will not be penalized for class absence due to unavoidable or legitimate required military obligations, or medical appointments at a VA facility, not to exceed two (2) weeks unless special permission is granted by the instructor.

You are responsible for notifying faculty members of such circumstances as far in advance as possible and for providing documentation to the Office of the Dean of Students to verify the reason for the absence. The faculty member is responsible to provide reasonable accommodations or opportunities to make up exams or other course assignments that have an impact on the course grade. For absences due to being deployed for active duty, please refer to the Military Call-Up Instructions for Students.

### ***Medical absences / disability related allowances***

As a faculty member, I do not collect any medical documentation. If you are absent from class due to a medical reason or for symptoms related to a disability, work with the Disability and Assistive Technology Center in Albertson Hall 609.

I work with the DATCenter to provide reasonable and appropriate accommodations to students with disabilities (both visible and invisible) and to provide assistance to students with temporary impairments such as a broken bone, recovery from surgery, or recuperation from a short term illness. If you are a student with a disability, or if you acquire a disability or impairment, please work with the DATC for all accommodations and notifications.

Any student wishing to use accommodations due to a disability or impairment, must work in conjunction with the DATC. All verifications for accommodations and excused absences will come from DATC.

## **COURSE CALENDAR**

**NOTE \* This is a general outline**

**Projects will be accompanied by a description sheet outlining process & include a detailed calendar**

### **WEEK ONE**

- 9.4 Introductions - get started
- 9.6 Work day - P1a, b, c

### **WEEK TWO**

- 9.11 Thumbnail sketches due - P1a, b, c  
drafting demo
- 9.13 Work day - P1a, b, c

### **WEEK THREE**

- 9.18 P1A due/critique - Intro P2  
Bring object to class
- 9.20 P1B due/critique  
P2 discuss object and explore

### **WEEK FOUR**

- 9.25 P1C due/critique  
P2 bring explorations (small group)
- 9.27 P2 (2D translation) due/crit

### **WEEK FIVE**

- 10.2 Thumbnail sketches -P2
- 10.4 Comps due/critique - P2

### **WEEK SIX**

- 10.9 Work on comps - P2
- 10.11 P2 due/critique (all 3 parts) Intro P4

### **WEEK SEVEN**

- 10.16 Intro P3
- 10.18 Demo day

### **WEEK EIGHT**

- 10.23 Work day
- 10.25 P3 due/critique

### **WEEK NINE**

- 10.30 Discuss color - Intro P4
- 11.1 Work day - P4

### **WEEK TEN**

- 11.6 Intro P5 (3D translation) Adobe colors
- 11.8 Finals due/critique - P4

### **WEEK ELEVEN**

- 11.13 Work day - P4 & P5 (3D material)
- 11.15 Comps due/critique - P5

### **WEEK TWELVE**

- 11.20 Work day/Demo
- 11.22 No Class - HAPPY THANKSGIVING

### **WEEK THIRTEEN**

- 11.27 Thumbnails due/critique - P6
- 11.29 Work day

### **WEEK FOURTEEN**

- 12.4 Individual critique - P5 & P6
- 12.6 finals due/critique - P5

### **WEEK FIFTEEN**

- 12.11 comps due/critique - P6
- 12.13 Portfolio due

### **WEEK SIXTEEN**

Individual Meetings  
Times to be determined

## **SPECIAL NEEDS**

If you have needs we should consider regarding this course, speak with me early in the semester.