

# ART 410 Advanced Study Graphic Design Processes

University of Wisconsin-Stevens Point • Department of Art & Design • Fall Semester 2017, sect 02, M/W 2–4:30pm

**instructor:** Diana K B Hoover

**email:** dhoover@uwsp.edu

**office:** NFAC 181 **phone:** 715-346-4556

**office hours:** I am available on the days/  
times below. Individual meetings can be  
arranged through an email request, phone  
call, or conversation directly before or after  
class. T/H 1:30–2:30pm & by appt

## COURSE CATALOG DESCRIPTION 3 cr.

Advanced inquiry into concepts and processes in graphic design. Consideration of commercial production issues and motivations for design solutions. Work leading to developed sense of purpose and professional portfolio. *Prereq: 311 or cons instr. Pass portfolio review.*

## COURSE OBJECTIVES

Through this course you will learn to: /or/ increase your ability to:

- conduct research in the design field
- assess client needs and define job scope
- research and value copyrights
- track hours and manage your time well
- employ professional communication styles/channels
- classify diverse design-related work environments
- identify personal strengths and work effectively in teams
- prepare design contracts such as design briefs and invoices
- work with professionals in web, UX, video, and other environments

## REQUIREMENTS

- + Attend all scheduled class meetings and group activities
- + Cultivate professionalism, invest in all components of the work
- + Build the qualities of honesty, resiliency, respect, drive
- + Complete assignments in a timely manner

## ACTIVITIES

1. **DESIGN EXPERIMENTS** — individual/group/class  
Targeted design opportunities will be assigned to help you stretch and explore, in support of reaching more in-depth final solutions, and to increase your technical expertise regarding specifications.
2. **GUEST SPEAKERS** — entire class  
Invited speakers on topics such as copyright, art direction, UX, web and video production will share their expertise with the class. You will be asked to prepare questions and share your take-away impressions.
3. **FIELD TRIPS** — entire class  
We'll visit several production facilities such as a paper mill, a print house, and hopefully a sign company/or/an environmental design firm. You will be asked to prepare questions and share your take-away impressions.
4. **STUDIO VISITS** — self-chosen small groups  
In small groups (2-5) you will identify one or two design agencies you'd like to visit. You'll contact them and arrange for your group to visit one of the spaces. Prior to your visit, you will research the firm, history, the principals and their niche in the market and prepare insightful questions for the owners / staff. Post-visit you'll build a presentation for the class about the design firm.
5. **CLIENT PROJECT** — assigned teams  
You will become part of a team (3-4) and work with a real-world client. Through taking on actual client projects you will build skillsets required for professional design practice. These include: teamwork, communication, scheduling/managing jobs, tracking hours, writing contracts and pitching your concepts.

## CALENDAR / SCHEDULING

At the beginning of the semester we will establish the overall class calendar which will include dates for guest speakers and our field trips. For field trips, ride sharing will be expected. For your studio visits, groups are responsible for the planning and transportation to the sites (not during class time) and follow up activities. We'll use *Basecamp* for online project management and meeting space. Specific directions will be provided.

Part of the learning in this class is for you to develop and manage a calendar for your design job. After the initial meetings with your client, you will be planning three or four more meetings. Teams will confirm meeting dates and times with the client. Generally these will take place during class time. As a class we will walk through the processes used when interacting with clients and some of the variables you can expect to deal with.

## GRADING

Rubrics for major components will be created up front, detailing evaluation criteria. Group component grades will be impacted by individual reflection, team member, client, and instructor evaluations.

At midterm evaluations by team members and instructor will give you an idea of your in-progress grade. Final course grades are determined by the level of commitment demonstrated in your team's work, quality and thoroughness of your studio tour and presentation, participation in design experiments and class attendance.

## GRADING COMPONENTS

- 15% Design Experiments (including personality test)
- 15% Participation, Guest Speaker interaction & talking points
- 15% Field Trips & Talking Points
- 15% Studio Visit, Interview and presentation to class
- 40% Client Project, deliverables, final report, and reflection

## ATTENDANCE

In accordance with the University Handbook, attendance to all classes is mandatory. Please be on time and plan to stay for the entire class period for our scheduled classes. In this class, you can accrue two absences before your final grade is affected. If you have extenuating circumstances beyond your control, please contact me. Since you will be working in teams, it is important that you also communicate with your teammates if you have to miss a class or a meeting. If you are working with the office of Disability and Assistive Technology, they will inform me if you have other substantiated reasons for missing class.

## INCLUSIVITY STATEMENT

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

### Special Note:

*If you have any concerns, now or at anytime during the semester, regarding my expectations, your grade for this course, or any issues that arise, please talk with me directly so we can work it out. If you have any special situations that I need to be made aware of, please discuss them with me as soon as possible to accommodate your needs. Anything you share will be kept confidential.*

### PLANNED FIELD TRIPS

#### Sentry Insurance

1800 North Point Dr  
Stevens Point, WI 54481

#### Fey Printing

910 29th Avenue North  
Wisconsin Rapids, WI 54495

#### Paper Science & Engineering

##### Paper Pilot Machine

UWSP Science Building

### INVITED GUEST SPEAKERS

#### Carolyn Davis

Creative Director, Sentry

#### Andy Scott

Owner

Virtual Visions Web Design

#### Caz McChrystal

Associate Professor of Business Law  
UWSP School of Business

#### Chris Shofner

Associate Professor of Media Studies  
UWSP Division of Communication