UNIVERSITY OF **KENTUCKY**	Current Course Report	2/19/2013 9:14:00AM FEB 15 2013

Course Information

Date Submitted: 2/19/2013

Current Prefix and Number: A-S - Art Studio , A-S 340 - GRAPHIC DESIGN:THE FUNDAMENTALS

Other Course:

Proposed Prefix and Number: A-S 340

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? Yes

Inquiry - Arts &Creativity

1. General Information

a. Submitted by the College of: College of Fine Arts

b. Department/Division: School of Art and Visual Studies

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Matt Page

Email: matt.page@uky.edu

Phone: 8595337718

Responsible Faculty ID (if different from Contact)

Name: Matt Page

Email: matt.page@uky.edu

Phone: 8595337718

f. Requested Effective Date

Semester Following Approval: No OR Effective Semester: Fall 2013

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: GRAPHIC DESIGN: THE FUNDAMENTALS

Proposed Title: Introdution to Graphic Design, Meaning and Image

c. Current Transcript Title: GRAPHIC DESIGN:THE FUNDAMENTALS

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Proposed Transcript Title: Introduction to Graphic Design

d. Current Cross-listing: none

Proposed – ADD Cross-listing :   n/a

Proposed – REMOVE Cross-listing: n/a

e. Current Meeting Patterns

STUDIO: 6 studio

Proposed Meeting Patterns

LECTURE: 1 hour

STUDIO: 4 hour

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit?   No

Proposed to be repeatable for additional credit?   No

If Yes: Maximum number of credit hours: n/a

If Yes: Will this course allow multiple registrations during the same semester?   No

2i. Current Course Description for Bulletin: Students use the basic principles of design to create thumbnails, roughts, and clear, accurate comprehensives which are essential in the problem solging process.

Proposed Course Description for Bulletin: An introductory digital-media studio course in graphic design. Emphasis will be placed on the study of typography, illustration, and layout design, as well as the social, political, and historical impact of graphic design. Technical and theoretical issues pertinent to the field will be presented.

2j. Current Prerequisites, if any: Prereq: A-S 102, A-S 103 and A-S 215

Proposed Prerequisites, if any: none

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus?   No

Proposed to be taught off campus?   No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed?   Yes

If YES, explain and offer brief rational: The course will be updated to focus on current, relevant software such as Adobe Illustrator and InDesign, as well the addition of a lecture portion which will address the history and theories of graphic design.

5a. Are there other depts. and/or pgms that could be affected by the proposed change?   No

   If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program?   No

   If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6.How do course requirements ensure that students make appropriate use of learning resources?

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   NO

if no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10.Does the syllabus contain all the required components?   NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|KCROUCH|Kathryn F Crouch|Dept approval for ZCOURSE_CHANGE A-S 340|20130125

SIGNATURE|KCROUCH|Kathryn F Crouch|College approval for ZCOURSE_CHANGE A-S 340|20130125

SIGNATURE|WF-BATCH|Batch User|Subworkflow for GenEd Expert review|20130125

SIGNATURE|KCROUCH|Kathryn F Crouch|UKCEC Expert review ZCOURSE_CHANGE A-S 340|20130125

SIGNATURE|JMETT2|Joanie Ett-Mims|UKCore approval for ZCOURSE_CHANGE A-S 340|20130125

SIGNATURE|JMETT2|Joanie Ett-Mims|Undergrad Council approval for ZCOURSE_CHANGE A-S 340|20130211

General Education Course Approval Cover Sheet

Date of Submission 10/31/2012

1. **Check which area(s) this course applies to**

Inquiry – Arts & Creativity	☒	Composition & Communications - II	☐
Inquiry – Humanities	☐	Quantitative Foundations	☐
Inquiry – Nat/Math/Phys Sci	☐	Statistical Inferential Reasoning	☐
Inquiry – Social Sciences	☐	U.S. Citizenship, Community, Diversity	☐
Composition & Communications - I	☐	Global Dynamics	☐

2. **Provide Course and Department Information.**

Department: School of Art and Visual Studies

Course Prefix and Number:	A-S 340	Credit hours:	3

Course Title: Introduction to Graphic Design, Meaning and Image

Expected # of Students per Calendar Yr:	160-600 dependent on staffing	Course Required for Majors in your Program (check one)?	Yes ☐ No ☒

Prerequisite(s) for Course?   none

This request is for (check one)   A New Course ☐   An Existing Course ☒

Departmental Contact Information

Name:	Matt Page	Email:	matt.page@uky.edu
Office Address:	107 Fine Arts Building	Phone:	859-257-9380 or 533-7718

3. **In addition to this form, the following must be submitted for consideration:**

- A syllabus that conforms to the Senate Syllabi Guidelines, including a mapping of the stated learning outcomes to those presented on the corresponding Course Template.
- A completed Course Review Form. See the Gen Ed website http://www.uky.edu/gened/forms.html for these forms. Proposals prepared prior to September 15th, 2010 are allowed to use a narrative instead of the Course Review Form.
- If applicable, a major course change form for revision of an existing course, or a new course form for a new course.

4. **Signatures**

Department Chair: _____ Date: _____

Dean: _____ Date: _____

All proposals are to be submitted from the College Dean's Office
Submission is by way of the General Education website http://www.uky.edu/gened

Course Review Form
Intellectual Inquiry in Arts & Creativity

Course: A-S 340 Graphic Design, Meaning and Image

Using the course syllabus as reference, identify when and how the following learning outcomes are addressed in the course. Since learning outcomes will likely be addressed multiple ways within the same syllabus, please identify a representative example (or examples) for each outcome.

☒ An artifact (e.g. an object, product, installation, presentation, record of a performance etc.) that demonstrates personal engagement with the creative process either as an individual or as part of a collaborative.

Example(s) from syllabus:
The Expressive Words Project

Brief Description:
Students will select 20 interesting, descriptive words based on a given topic presented in class. They will then create graphic layouts that visually express and demonstrate the meaning of the chosen words using the characters of the word as an element of the design, and incorporating specific, taught, compositional priniciples of art. Ten completed graphic design layouts will be selected by the student and presented digitally in a peer group critique where the student receives collective feedback.

☒ Evidence that students utilize readings, lectures, presentations or other resources to define and distinguish approaches (historical, theoretical, and methodological issues) to "creativity" as appropriate to the disciplinary practices specific to the subject, medium, or approach of this course.

Example(s) from syllabus:
Swiss Poster Design Project

Brief Description:
Students will be exposed to a brief history of Swiss type design and Swiss poster design through readings and a lecture, which will highlight the aesthetic advances of these movements. They will be asked to study and apply these historical visual tropes while creating their own contemporary music poster designs. Students will select a musical artist of interest, and 3 historically relevant Swiss designers of interest, then through the process of idea generation, create a multitude of sketches for a series of posters to be digitally rendered in Illustrator. Three posters will be printed and presented during a class critique.

☒ The processes and assignments where students apply the logic, laws, and/or constraints of the area of study, (e.g, "out of the box" thinking or application of given rules or forms).

Example(s) from syllabus:
All studio based assignments

Brief Description:
All projects will require students to address specific criteria based on the formal elements and principles of design and art that are presented and referenced in the lecture portion of the course and reiterated during the breakout sections. One project, called Expressive Words, in particular has very specific contraints that requires students to engage 1) visual movement 2) use of space within the constraints of an 8 inch by 8 inch canvas. Students will be challenged to use the elements and principles of design to express solutions to this specific visual problem.

☒ Assignments or exercises that require students to demonstrate the ability to critically analyze work produced by other students in this course and in co-curricular events using appropriate tools.

Example(s) from syllabus:
Critiques

Brief Description:
At the end of each project, students will be asked to present their work in an appropriate setting and manner, such as framed and placed on a wall. The methods can vary greatly depending on the project. Students may present work in small groups or as a full class. In both cases, each student will receive feedback from peers, and in turn, will offer feedback. They may also be asked to analyze a students work and then write critically about how the work succeeds, as well as the ways in which the work could be improved.

☒ The process whereby students evaluate the process and results of their own creative endeavors and, using that evaluation, reassess and refine their work.

Example(s) from syllabus:
Written Narratives and Design Briefs

Brief Description:
At the conclusion of each project, after the project has been reviewed in a critical peer-to-peer situation, students will be asked to write a project narrative. They will be asked to write about the following topics:

1. One paragraph about the specific process you went through to generate ideas for and then create this work (this should be a very detailed description.)

2. One paragraph about how one element (line, shape, texture, color, space) and one principle of art (movement, contrast, rhythm, unity, pattern, repetition, emphasis, balance, variety etc) are being used successfully in this work

3. One paragraph about any art historical references that you researched or were exposed to while making this work, or any that you feel are relevant to the end product.

Students will then be able to take all the feedback received, and make final changes to the project before submitting to the instructor for a grade.

Describe how students demonstrate the use of information literacy resources:.
Students will be asked to research and present current design trends. This will be done via periodicals and online research. Students will have access to selected readings given throughout class on Blackboard, as well presentation videos and powerpoints uploaded to Blackboard after each lecture.

Reviewer's Comments:

The University of Kentucky
College of Fine Arts
A-S 340 Graphic Design I (3cr)
Breakout Syllabus

Breakout Section Number: 003

Breakout Instructor: Matt Page
Breakout Section Meeting Time and Location: TR, 4-5:50, CB 302 (Whitehall Classroom Building)
E-mail: matt.page@uky.edu
Office: 107A
Office Hours: By Appointment

Lecture Instructor: Matt Page
Lecture Section Meeting Time and Location: M 1-1:50
E-mail: matt.page@uky.edu
Office: 107A

Course Description
An introductory digital-media studio course in graphic design. Emphasis will be placed on the study of typography, illustration, and layout design, as well as the social, political, and historical impact of graphic design. Technical and theoretical issues pertinent to the field will be presented. *No Prerequisites.*

Class Mechanics
This class is divided into 2 sections: a Lecture Section and a Breakout Section, each held in different classrooms.

Lecture Section
The Lecture Sections will meet one time each week for 50 minutes. Here, you will be exposed to various historical and contemporary ideas pertinent to graphic design. See your Lecture Section Syllabus Handout for detailed information.

Breakout Section
The Breakout Sections will meet two times each week, for 1:50 minutes. Here, you will practice graphic design in a studio setting. You will create and critique design projects while learning the basics of Adobe Illustrator CS5, and Adobe InDesign CS5.

Course Goals
This course is designed to help students creatively integrate knowledge of contemporary graphic design and theory with their own studio work. Using higher order thinking skills, ideas will be generated and developed into design projects using a variety of digital applications and equipment. This course has a balanced focus combining technical skills, historical and contemporary practice along with a student's own drive to manifest ideas into works of art and design.

Learning Outcomes
By the end of this course you will be better able to:
- Demonstrate discipline, time-management, visual sensitivity, work ethic, and technical mastery in the practice of digital tools.
- Apply appropriate terminology and vocabulary in the discussion of art and design.
- Use Illustrator and InDesign, scanners, Blackboard and other digital equipment.
- Effectively manipulate the elements and principles of digital art to create compositions.
- Develop introductory creative strategies, such as convergent and divergent thinking, conceptual development, collaboration, brainstorming, and idea mapping to solve problems.
- Apply learned techniques and knowledge to creatively translate ideas into visual representation through sketches, roughs, and digital execution.
- Analyze critically their own work and the work of others and apply criticism to improve.
- Demonstrate research skills into a variety of different approaches to graphic design.

- Document and store your own work in digital databases, photography (if appropriate) and in writing.

UK CORE Learning Outcomes

Students will personally perform, produce, fabricate or generate an artifact or artifacts that demonstrates their engagement with the creative process (e.g. an object, product, installation, presentation, record of a performance etc.) either as an individual or as part of a collaborative. As part of this process students will:

- Define and distinguish different approaches (historical, theoretical, and methodological issues) to "creativity" as appropriate to the disciplinary practices specific to the subject, medium, or approach that informs a particular course.
- Apply the logic, laws, or constraints of the area of study, (e.g, "out of the box" thinking, or the masterful, elegant treatment of given rules or forms).
- Demonstrate the ability to critically analyze work produced by other students in this course and in co-curricular events using appropriate tools. These analyses should utilize relevant information resources to incorporate historical, theoretical, and or cultural factors.
- Evaluate results of their own creative endeavors and, using that evaluation, reassess and refine their work.

Lab fee A Departmental fee of $100 has been added to your UK tuition bill. This lab fee covers computer and software maintenance, drawing tablets, cameras, equipment purchases and maintenance, and printer photo-paper and ink.

Software and Hardware

We will be using Adobe Illustrator CS5 and Adobe InDesign CS5 for all studio work. Software is available in the Lucille Little Fine Arts Tech Lab and the King Library outside of class time. During class, you will have access to a Mac based computer lab, scanners, and printers.

Materials

You will need an 8 GB USB flash/thumb drive (Staples, Office Depot, Best Buy, etc...) or a Mac formatted external hard drive, and access to some sort of digital camera. You will have access to digital cameras if need be, but due to limited numbers, you may not have access to them exactly when you want them or need them. If you plan on using class cameras, you will need to purchase your own SD card. You must also bring a pen and paper for note taking in both the Breakout and Lecture Sections, as valuable programmatic, historical, and conceptual information, which will be pertinent to both studio projects, and quizzes, will be covered.

Required Text and Readings

Readings will be distributed by the instructor throughout the semester.

Course Assignments

(5) Breakout Section Projects, Critique Participation, Written Narratives, Deadlines and Exercises: 80%

1.	Black Square Project	5%
2.	Expressive Words	10%
3.	Simple Instructions Project	15%
4.	Swiss Poster Design: The Gig	20%
5.	Graphic Data/Infographics Project	30%

(5) Lecture Section Quizzes: 20%

Each quiz will range from 2-6% of your final grade depending on the amount of material covered.

Summary Description of Course Assignments

1. Black Square Project: Common design problem given to beginning design students. Express given words using black squares.
2. Expressive Words: Use typographic layout to express a words meaning.
3. Simple Instructions Project: Digitally illustrate a set of instructions or a narrative
4. Swiss Poster Design, The Gig: Design a series of gig posters for a musical group or artist in the style of Swiss design.

5. Graphic Data/Infographics Project: Use graphic information to communicate statistical or historical information to the viewer in innovative ways.

Course Requirements and Grading Policy

Grades will be determined through demonstrated mastery of the learning objectives established for this breakout section, as well mastery of critical art concepts established in the lecture section. Your grade will be determined by the following formula:

Breakout Section Projects, Critique Participation, Written Narratives Deadlines and Exercises: 80% Lecture Section Quizzes: 20%

Letter grades will be given in this class and will be assigned using the standard grading scale:
100-90%=A (Represents an exceptionally high achievement as a result of aptitude, effort and intellectual initiative. Work created well exceeded all of the requirements for the project/course.)
89-80%=B (Represents a high achievement as a result of ability and effort. Work created met all requirements for the project and exceeded some of them.)
79-70%=C (Represents average achievement. Work met all requirements for the project/course.)
69-60%=D (Represents the minimum passing grade. Work met some requirements for the project/course and failed to meet some.)
59% and below=E (Represents unsatisfactory performance and indicates failure in the project/course. Work did not significantly meet requirements for the project/course.)

Midterm Grade: Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (http://www.uky.edu/Registrar/AcademicCalendar.htm)

Projects: Your work will be graded based on the project requirements, on your use and an understanding of the elements and principles of art as demonstrated in your sketches, drawings, models, critique participation, idea development, and your technical ability.

Project Critiques: Attendance at each critique is mandatory. If you miss a critique with an unexcused absence you will receive an E for the project. Participation in the critique will count as a part of your project grade. If your project is not finished you still need to participate in the critique. Students are expected to make a significant contribution to the critique process, speaking about their own work and the work of others. A final critique will be held at the end of each major project.

Quizzes: Quizzes will be administered the Wednesday after most lectures and will be taken through blackboard. You will be able to take the quiz anywhere you can access BB, and will be available for a specified period of time determined by the lecture professor. Each quiz will be worth 2-4% of your final grade, depending on the number of questions and the total number of quizzes administered.

Final exam: Date, time and location TBA.

Absence Policy

100% attendance is expected in the Breakout Sections. According to the written policy of the College of Fine Arts, more than three (3) unexcused absences will result in a reduction in the your final semester grade (S.R.5.2.4.2 defines the acceptable reasons for excused absences.) You will lose 10% of your final grade for each unexcused absence after the three allowed. It is your responsibility to gather information from your peers if you have to miss a class session. Attending a class and not participating counts as an absence. Come to class on time and with your materials. Additional absences may be excused at the instructor's discretion.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit

"reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Tardiness
Arriving to class late three times or leaving early three times will be counted as one unexcused absence. Entering class late is disruptive and disrespectful to the students who arrive on time.

Make-up opportunity
When there is an excused absence for either a Breakout or Lecture Section, you will be given the opportunity to make up missed work and/or tests. It is your responsibility to inform the instructor of the absence preferably in advance, but no later than one week after the absence has occurred. If more than one week has passed, you will not be given the opportunity to make up any lecture quizzes.

Verification of absences
If you are absent from either a Breakout or Lecture Section for a situation that is deemed excused by the UK Senate, you must present appropriate documentation to your instructor within one week of your absence.

Academic Integrity, Cheating and Plagiarism
Integrity: University of Kentucky students are responsible for adhering to the University's policies regarding academic discipline that are published in the Undergraduate Bulletin and the Student Handbook. Simply put if you use any unethical practice in your work, you are putting yourself and others at risk of failing or being expelled from this course and/or from the University.

Cheating: Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade.

Plagiarism: All academic work, written or otherwise, submitted for credit in this course, is expected to be the result of your own thought, research, manipulation, manual effort or self-expression. If you submit work purporting to be their own, but which in any way borrows ideas, manipulation, organization, wording or anything else from another source without appropriate acknowledgment of the fact, you are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, an artwork, a project from a friend or whatever. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which you turn in as your own, whoever that other person may be. You may discuss assignments among your peers or with an instructor or tutor, but when the actual work is done, it must be done by you, and you alone. (See below for details on group projects and collaborations.)

For written work: when your assignment involves research in outside sources or information, you must carefully acknowledge exactly what, where and how you have employed them. If the words of someone else are used, you must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic.

For Group Work and Student Collaboration:
This course may include work created and/or discussed in a group. When this arises it is your responsibility to contribute to your highest ability. At the beginning of any group project, the rules on what constitutes plagiarism will be reviewed and refined to include the collaborative nature of that particular assignment.

Students with Disabilities or Chronic Medical Illness

If you have a documented disability that requires accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course you must provide me with a letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities. Please work on this matter quickly so that I can accommodate your needs before the first graded assignment is due.

Classroom Behavior, Decorum and Civility
A studio lab environment is a place for creative expression, hard work and mutual respect. In order to create the class atmosphere together you will be expected to: participate in class work and discussions throughout the entire scheduled class time, clean up after yourselves without complaint during class and when working in the lab after hours, be respectful and tolerant of other people in the lab when you are working (regardless of their gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age or ability,) be focused and motivated towards success. Additionally, diversity of thoughts are appreciated and encouraged provided you can agree to disagree.

This syllabus is subject to change

Week	Monday/Tuesday	Wednesday/Thursday	AS-340 Breakout Section Calendar Monday/Wednesday Sections
8/20, 8/22		Syllabus Review- Mac Account login	
8/27, 8/29	Mac Introduction Typographic Identity Exercise Black Square Project- Sketches	Black Square Project in class Illustrator tutorial	
9/3, 9/5	Labor Day- No Class	Black Square Due Expressive Words Illustrator	
9/10, 9/12	Expressive Words Due Illustrator Tutorial: Pen Tool Simple instructions Project: 10 Step Narrative: Sketches	Lab time	
9/17, 9/19	Lab Time InDesign Introduction	Lab time InDesign Tutorial	
9/24, 9/26	Lab time Pre Critique	Lab time	
10/1, 10/3	Simple Instructions Critique	Swiss Poster Design: The Gig	
10/8, 10/10	Lab time	Lab time	
10/15, 10/17	Midterm	Lab time- Pre Critique	
10/22, 10/24	Lab time	Swiss Poster Critique	
10/29, 10/31	Graphic Data Project	Lab time	
11/5, 11/7	Lab time	Lab time	
11/12, 11/14	Lab time	Lab time	
11/19, 11/21	Lab time	No Class- Thanksgiving Holiday	
11/26, 11/28	Lab time	Lab time Pre Critique	
12/3, 12/5	Lab time Print	Graphic Data Project Critique	
12/10, 12/12	Finals Week	Finals Week	