

4115 Visual Design Lab 4

welcome to visual design lab 4. this is one of your final design courses and is organized around developing a number of portfolio pieces completed at the highest level in preparation for your post-school job search. in this course you will assess your portfolio as it currently exists, propose no fewer than 5 projects that either remedy deficiencies or make areas of particular interest more robust. you will develop a plan for the completion of each project and you will be graded on hitting those targets as well as assessments of your progress during in-class discussions.

description:

Focuses on theoretical and practical aspects of editorial design with concentration on magazines and self-promotional projects. Emphasis on expressive and creative communication through graphic design and on portfolio development to produce high-quality printed portfolio pieces. Mandatory portfolio review at the end of the course.

{ course objectives }

- › to assess your current portfolio in the context of post-graduation employment
- › to identify your own interests and align your portfolio to those interests
- › to plan and execute projects in an organized fashion
- › to learn how to assess the needs of organizations for strategic engagement
- › to refine your work to a professional level with your senior show in mind

{ course methods }

- › in and out of class assignments
- › critiques
- › exercises and tutorials

{ grading }

student work will be evaluated through a variety of means including: successful completion of assigned work, quizzes, and in-class assignments whose parameters will be discussed at that time. the evaluation of your creative assignments will be based on a combination of craft and concept. craft is the formal execution of a project (do the visual and material elements of a project adhere to standards of good design and craft?). concept is the evidence as displayed through the material manifestation of the project of an understanding of the project's core values and principles. the values and principles will be articulated at the project's introduction and clarified through interim critiques and discussions. these values will also be described on each project's handout. if either of these objectives is unclear, please see me for a more complete discussion.

GRA4115 spring 2019 syllabus
professor eric landes
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boca

office hours
wed/fri 12-1pm

about this course:
GRA4115C-003
visual design lab 4
4 credits | CRN 11489
PRE: GRA3112C, GRA3193C
and GRA4194C

VA 115 | WF 4-6:50pm

{ projects and points distribution }

history site	100 points
self-directed project	100 points
quizzes (8)	variable
total	300 points

all work will be graded on a point scale that will be totaled at the end. the number of points received divided by the number of points possible will yield a percentage that can be interpreted through this scale:

100	A+	73-76	C	C the work demonstrates an average level of understanding or creativity; or may be good solutions hampered by formal issues. there is little evidence of involvement other than the completion of the assignment
93-99	A	70-72	C-	
90-92	A-	67-69	D+	
87-89	B+	63-66	D	
83-86	B	60-62	D-	
80-82	B-	0-59	F	
77-79	C+			

A work demonstrates the highest level of understanding and creativity. craft and formal issues are resolved to the same degree

B the work shows better than average idea development, but lacks refinement. the work demonstrates an above average understanding of the assignment goals. and shows good creativity. formal issues are resolved to a satisfactory degree

D the work shows below average creativity and/or little to no understanding of the assignment concepts and goals. Ds may also be given for excessively low craft.

F the assignment was either not completed or completed with such a low level of understanding, creativity, or attention to formal issues as to have failed.

{ course materials }

for this course you will be required to purchase the following books and materials:

- › a 3-month subscription to lynda.com - \$75
- › a URL (domain name) and server space (hosting plan) - apprx. \$60
- › a storage device - USB thumb drives are adequate, but portable HDs are more reliable.

{ other policies }

attendance policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University- approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the

student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

academic integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001. If your college has particular policies relating to cheating and plagiarism, state so here or provide a link to the full policy—but be sure the college policy does not conflict with the University Regulation.

students with disabilities:

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Note: In accordance with university policy, all cell phones must be turned off during class time.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

COURSE OUTLINE*

01/09	class intro / self- portfolio assessment
01/11	self-assessment due / project plan
01/16-30	in-class critiques
02/01	first project due
02/06-20	in-class critiques
02/22	second project due
02/27-3/13	in-class critiques
03/15	third project due
03/20-04/03	in-class critiques
04/05	fourth project due
04/10-04/24	in-class critiques
05/01	fifth project due

*subject to change

