

Catalog Description:

The ARTS-3333 Design & Production covers the terminology and process of preparing designs for commercial printing. The preparation of graphic design stresses attention to detail and introduces the principles of pre-press associated with the printing industry. Students complete basic to complex electronic documents that include a broad spectrum of the printing process.

Description of Instructional Methods

The structure of the class includes lectures, demonstrations, in-class studio activities such as group discussion, project development, and peer critique. Projects will be assigned and due on the scheduled dates. At the completion of assigned projects, a critique and presentation will take place.

Course Objectives:

This course enables students to create design components from small format layouts to median format multi-page layouts and large format layouts through learning the pre-press technique, and converting design layouts to professional print productions. In the ARTS-3333 course, student will learn how to:

1. design qualified layouts through Adobe Desktop publishing software
2. prepare pre-press packages for print productions
3. exam budget, estimation, schedule, and traffic of print productions

Student Learning Outcomes:

- Students will learn to use design software to design multi-format print layouts
- Students will learn to prepare design work for production utilizing different print processes including offset, laser and ink-jet.
- Students will learn current print and plate-making terminology.
- Students will learn color correction, physics of color reproduction, film analysis, halftone correction, paper selection, and print processes.
- Students will explore the processes of pre-press, on-press proofing, binding and finishing.

Student Learning Outcomes for UTRGV's Graphic Design Majors / Core Curriculum Requirement:

A Bachelor of Fine Arts with Graphic Design Concentration at UTRGV prepares students for serious professional work in the field. The curriculum emphasizes concept development and application, work with clients and professional development, including the establishment of a working portfolio. Students who graduate from the program are equipped for a broad range of practices in the design field such as interactive design, art direction, publication design, including print and advertising, multimedia and web design, motion graphics, photography and social service design in a variety of settings. UTRGV Graphic Design alumni follow a wide range of individual paths, including running their own design studios, working for large corporations or specializing in web and interactive media. Some students also choose to earn a master's degree in the field, opening many possible horizons.

Teaching Philosophy:

"The real success is finding your life work in the work that you love." The real joy of teaching comes from student success. I desire to be a successful educator. I fully commit myself to both teacher-scholar model and teacher-designer model. To prepare students for the real world, I teach my students not only fundamental knowledge and techniques, but also their critical thinking and problem solving capabilities. I mainly endeavor to address my teaching on the following four aspects:

1. Explaining complex theories through demonstrations and workshops.
2. Stimulating student's interest in exploring their critical thinking and the concept of work, and assist them to produce professional works and well present their works.
3. Introducing and encouraging students to learn the most updated technologies.
4. Providing technical problems solving to students when they practice complex designs and pre-press on both print-based and screen-based platforms.

ARTS-3333 (CRN: 54591)

Instructor: Ping Xu

Class Meeting Time: 1:40 - 4:20 pm_TR

Classroom: VAB 1.223

Office: VAB 1.209

Office Hours_TR: 12:05 – 1:05 pm

Office Hours_W: 2:30 – 4:30 pm

or by appointment

E-mail: ping.xu@utrgv.edu

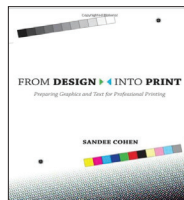
Course Blog: <http://pxstudio.us/blog/?cat=59>

Recommended Books:

1. From Design Into Print: Preparing Graphics and Text for Professional Printing
ISBN-10: 032149220X
2. The Intelligent Lifestyle Magazine: Smart Editorial Design, Storytelling and Journalism
ISBN-10: 3899556313

Recommended Resources & Periodicals:

- Behance
<https://www.behance.net/>
- Pinterest
<https://www.pinterest.com/>
- Flickr
<https://www.flickr.com/>
- Pantone
<https://www.pantone.com/>
App Store: search "Pantone"
- CMYK Magazine
<https://cmykmag.com/>
- HOW Magazine
<https://www.howdesign.com/magazine>
- Computer Arts Magazine
<https://www.creativebloq.com/computer-arts-magazine>
App Store: search "Computer Arts"
- Communication Arts Magazine
<https://www.commarts.com/magazines>
- WIRED Magazine
<https://www.wired.com/>
- Idea Magazine
<http://www.idea-mag.com/en/>
- Fast Company Magazine
<https://www.fastcompany.com/>



Process Book:

In this course students will be required to have a process book/design idea diary (minimum size 8.5 x 11) for the entire session with entries for each assignment and each class meeting. The book should include; sketches, notes, ideas as well as visual inspirations/imagery from magazines, books, etc. (can be copied cut out) - print design that is interesting/inspirational to you. The process book will be counted as a graded component in each one of the assignments that is presented in this session. Any support materials such as periodical, book, etc. presented by photocopies of articles and work sourced materials should relate to the content that we are covering during each assignment. All project notes should be easily sourced in your process books. Any test prints or copies should also be included in your book. All project information/handouts should be filed into the process book as well.

Supplies & Materials:

- Recommended books_available on Amazon
- Process Book_3 ring binder_available at OfficeDepot
- Disks for back-up/transportation purposes. Please purchase two 64 GB USB drives

Student Services:

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor's office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- Learning center: BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- Writing center: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- Advising center: BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- Career center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

Students with Disabilities:

If you have a documented disability (physical, psychological, learning, or other disability which affects your academic performance) and would like to receive academic accommodations, please inform your instructor and contact Student Accessibility Services to schedule an appointment to initiate services. It is recommended that you schedule an appointment with Student Accessibility Services before classes start. However, accommodations can be provided at any time. Brownsville Campus: Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. Edinburg Campus: Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

Scholastic Integrity:

As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

Sexual Harassment, Discrimination, and Violence:

In accordance with UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report any instance, occurring during a student's time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at 665-8287, 882-8282, or OVAVP@utrgv.edu.

Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Accessibility Services for additional information and to request accommodations.

Grading Policy:

Student works will be assessed for creativity, presentation, and content value, based on professional standards. In determining students' grade of the course, the consideration is given to the following areas: Attitude, attendance, constructive participation, development of concepts, aptness of thought, originality, composition, construction, curiosity, tenacity, inventiveness, presentation, and technical proficiency in working those assigned projects. The final grade of the course will be a summary of the project scores divided by the quantity number of projects.

Performance Levels (apply to each project):

Excellence_90 - 100 [A]

Presents extremely imaginative idea and shows excellent technical/presentation skills. The project may also go well above and beyond the parameters of the exercise. Solid class discussions and critique involvement are also involved.

Above Average_80 - 90 [B]

Completes a solid overall development with original thought through the process of project developments. It also shows good design incite and work ethic. Regular participation in class discussions and peer critiques are also maintained.

Average_70 - 79 [C]

Meets the parameters of the problem, but does not exhibit originality or may be presented in a condition or manner that does not effectively communicate the goals of the exercise or in essence lacks proper execution.

Weak_60 - 69 [D]

Unacceptable_0 - 59 [F]

Point Deduction / Grade Deduction:

A three-point deduction will be received for the grade of a single project by each unexcused absence during the period of the project.

One letter deduction will be received for the grade of a single project if the student absents a class from a critique day/presentation day, or delays a project.

Course Drops:

According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the "3-peat rule" and the "6-drop" rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time. **The student will be dropped by the instructor from the course if the student absents more than 6 classes.**

Mandatory Course Evaluation:

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

April 10 - May 1, 2019

Attendance Policy:

Students are expected to attend all scheduled classes. The student will be dropped by the instructor from the course if the student absents more than 6 classes. UTRGV's attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Tardiness Policy:

A tardy means you are being late over 10 minutes when you clock in. Tardiness is not tolerated in this class. Three tardies will be counted as an absence. A tardy or an absence on a critique/presentation day will result in a grade reduction for the project.

Effort Policy:

Students are expected to keep track of their performance throughout the semester, and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels. Unprepared, late to class, and/or non-participating students will receive a reduced project grade when applicable.

Back-up Policy:

In order to prevent unexpected file damages or disk errors, please back up your important files at two different locations or disks. If a project delay occurred due to the file damage without back up, a grade deduction will still be received.

Topics

- Design small format print layouts
- Create an imposition sheet for a print production
- Design median format print layouts and a print production for a multi-page booklet
- Design a large format print layout and a print production
- Pre-press

Applications > Adobe Desktop Publishing Software

- Adobe InDesign CC 2019 / Acrobat Distiller
- Adobe Photoshop CC 2019
- Adobe Illustrator CC 2019

Calendar of Activities - Spring 2019:

January 15	Class Begins
January 17	Last day to add a course or register for spring 2019
January 17	Project-1A Begins (Business Card Design & Mockup) [1/17-31]
January 21	Martin Luther King Jr. Day - NO classes
February 5	Project-1B Begins (Business Card Imposition) [2/5-19]
February 28	Project-2 Begins (Newsletter) [2/26-3/28]
March 11-16	Spring Break - NO classes
March 28	Project-3 Begin (Magazine Design) [3/28-5/7]
April 9	Field Trip
April 19-20	Easter Day - NO classes
May 2	Study Day - NO classes
May 3-9	Final Exams
May 7	Final Exam Day of the ARTS-3333 class (The due day of the final project)

Mini Survey

Please answer the following questions

Name: _____

Major (& Minor): _____ / _____

What year are you in?

- Freshman
- Sophomore
- Junior
- Senior

Have you already taken the following courses?

- ARTS-1311 Design I (2D Design)
- ARTS-1312 Design II (3D Design)
- ARTS-2313 Design Communication
- ARTS-2363 Typography
- ARTS-3330 Image & Illustration
- ARTS-3331 Visual Communication
- ARTS-3354 History of Graphic Design
- ARTS-4337 Digital Photography
- ARTS-4391 Internship

Syllabus Receipt:

I have received a copy of the course syllabus for ARTS-3333 class.
I have read and understand its content. I agree that following behaviors during the class period will not permitted, and will result in a grade penalty:

1. Email checking
2. Facebook surfing
3. Mobile calling
4. Eating and drinking

Printed Name: _____

Signature: _____

Student I.D. Number: _____

Student E-mail: _____

Student Tel Number: _____

Date: _____ / _____ / _____