ARTS-3333 Design & Production
Spring 2020 - Section II

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 each assigned project, 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 and create professional print production 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 Objectives / Outcomes for the Course

Upon completing the ARTS-3333 course, students will be able to
- create multi-format print layouts by using digital publishing software.
- design work for print productions utilizing offset, laser and ink-jet printing processes.
- learn current print and plate-making terminology, and prepare pre-press.
- find colors through PMS format, and address color correction, color separation, physics of color reproduction, film analysis, halftone correction, paper selection, and print process.
- 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.

Major Course Requirement and the Standards of Completing Successful Print Design Projects / Course Expectation for Students

After completing this course, students should be able to
1. search, follow, and create new graphic design trends.
2. generate ideas and cutting edge design layouts through effective case studies, brainstorming, and student personal spontaneous design solutions.
3. understand and apply design principles of digital page layouts by presenting user-centered visual hierarchies including applying the principles of typesetting, grids, and typographic hierarchies when developing projects.
4. establish a concept in the entire print design process of each project.
5. establish a strong design consistency through entire design visualization or by departments.
6. create and use the elements of typography, illustration, image design, and/or infographic appropriately in a process of each print design and project development.
7. get familiar with the design process of editorial design.
8. create professional print design productions, and get ready to become a problem solver in the field of print design by fluently using the industry standard digital publishing software.

ARTS-3333 (CRN: 58319)
Professor: Ping Xu
Class Meeting Time: 4:45 pm - 7:25 pm_TR
Classroom: EVABL 1.223
Office: EVABL 1.209
Office Hours_TR: 2:00 pm – 4:00 pm
and by appointment: 956-777-1126 (c)
E-mail: ping.xu@utrgv.edu

Spring 2020_ Course Syllabus

Design & Production

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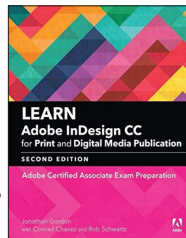
1. Explaining complex theories through demonstrations and workshops.
2. Stimulating student's interest in exploring their critical thinking and the   concept of work, and assist them to produce graphic design and print productions with a professional format.
3. Introducing and encouraging students to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

Textbook

1. Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (2nd Edition)
   ISBN-10: 0134878396

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 and UTRGV Bookstore
- For back-up/transportation purposes, please purchase a 64 GB USB drive and/or an external hard drive.

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

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) for additional information. In order for accommodation requests to be considered for approval, the student is responsible for providing sufficient documentation of disability to SAS and participating in an interactive discussion with SAS staff. Accommodations may be requested at any time but are not retroactive. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

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.

Student Accessbility Services | Email: ability@utrgv.edu

Edinburg Campus:	Brownsville Campus
108 Unniversity Center (EUCTR)	1.107 Music and Learning Center Building (BMSLC)
Phone: (956) 665-7005	Phone: (956) 882-7374

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

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 summery of the project scores divided by the quantity number of projects.

Performance Levels (apply to each project)

Excellence_90 - lOO [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 - 29, 2020

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 and project folder at two different places/disks. If a late project is occurred due to a file damage, a grade deduction will still be conducted.

Topics & Technologies

- Design small format print layouts with Adobe CC Digital Publishing Kit
- Create an imposition sheet for a print production in InDesign
- Design medium format print layouts and a print production for a multi-page booklet in InDesign
- Design a large format print layout and a print production in Illustrator and Photoshop
- Pre-press solutions in Photoshop, Illustrator, and InDesign

Applications > Adobe Desktop Publishing Software

- Adobe InDesign CC 2020 + Acrobat Distiller + Acrobat DC
- Adobe Illustrator CC 2020
- Adobe Photoshop CC 2020

Project Activities

- Project-1A: Business Card Designs (Photoshop, Illustrator, InDesign)
  Small-format Print Production
- Project-1B: Imposition of the Small-format Print Production (InDesign)
- Project-2: Newsletter Design & Imposition (InDesign)
  Large-format Print Production
- Project-3: Magazine Design (InDesign)
  Medium-format Multi-Page Layout Production

Calendar of Project Activities

Date Range	Topic	Project
Jan. 14 - Feb. 6	Business Card Designs / Mockup	Project-1A
Feb. 6 - 20	Business Card Imposition	Project-1B
Feb. 20 - March 26	Newsletter Deisgn & Imposition	Project-2
March 31 - May 5	Magazine Deisgn	Project-3

Calendar of Spring 2019:

January 14	Class Begins
January 16	Last day to add a course or register for Spring 2020
January 16	Project-1A Begins (Business Card Designs & Mockup)
January 20	Martin Luther King Jr. Day - NO classes
February 6	Project-1B Begins (Business Card Imposition)
February 20	Project-2 Begins (Newsletter)
March 9-14	Spring Break - NO classes
March 19	Field Trip - Visit UTRGV Printing Services
March 31	Project-3 Begins (Magazine Design)
April 9	Last Day to Drop a Class and Receive a DR grade
April 10-11	Easter Day - NO classes
April 30	Study Day - NO classes
May 5	Final Exam Day of the ARTS-3333 class (The due day of the final project)

Mini Survey

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-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: _____/_____/_____

Please answer the following questions, and return the survey
and syllabus receipt back to the instructor on January 26.
Thank You!