UTRGV™

ARTS-4334 (01): Visual Communication Design III (Advanced Graphic Design)
SYLLABUS – SPRING 2023
Subject to any new Texas legislative mandate changes.

COURSE INFORMATION:
Meeting Times: 2:00 – 4:30 PM, MW
Date Range: January 18 – May 8, 2023
Course Modality: Face-To-Face
Course Blog: https://pxstudio.us/blog/?cat=64
Primary Classroom: EVABL 1.223
Additional Classroom: EVABL 1.225
If the primary classroom looks too crowded and the maker lab could be available during the class's time window, I will allocate students with laptops to the room EVAL 1.225.
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 | Meeting ID: 314 694 9266
Instructor: Ping Xu
Phone: (956) 665-7500
E-Mail: ping.xu@utrgv.edu
Office Location: EVABL 1.209

About the Instructor:
Ping Xu
Associate Professor *of* Visual Communication Design (SOAD)
UTRGV Study Abroad Programs Faculty Leader

- MFA in Visual Communication
- BFA in Visual Communication
- A Creative Director and a Director of Production Management in the advertising industry with three years of experience
- An Art Director in the advertising industry with three years of experience
- A Graphic Designer in the advertising industry with four years of experience
- A Design Educator in higher education institutions of US academia since 2003
- An Award-Winning Graphic Designer at national and international venues

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COURSE DESCRIPTION & MODE OF LEARNING
Graphic design is the process of visual communication and problem-solving through typography, photography, illustration, and other emerging media. This upper-level course is a deep-diving experimental course in the field that explores and interprets contemporary Graphic Design trends by creating multiple projects through various media. The course introduces advanced design principles and solutions. The system's combination of critical thinking, communication design, strategy, and problem-solving resolution will be essential. The project evaluation will focus on graphic innovation, transformation, and integration of visual elements such as symbols, icons, type, metaphor graphics, and illustrations for identity design, promotional design, and brand visualization design in static and interactive forms.

PREREQUISITE: ARTS-4333 Graphic Design I

COURSE MODALITY (Description of Instructional Methods):

This course will be delivered mostly through face-to-face meetings. There will be set up for real-time instructor/student interaction, which will be conducted in-person and remotely via online platforms. This real-time interaction will be supplemented by the digital presentation of course content via classroom lectures and occasional zoom meetings. I will provide feedback on assigned work, communicate with you in the classroom and electronically, and be available to meet with you virtually and in person for office hour meetings.

To cover the terminology and process of advanced graphic design more effectively, I will use Blackboard, WordPress blog, and Zoom to deliver lectures for introducing the project briefs and demonstrating course content. The class structure includes lectures, demonstrations, class activities such as group discussion, design reviews, project critique and development, and student peer critique/evaluation. Zoom and Flickr will be utilized to run a peer rating and a peer critique online by sharing my computer screen with you, and a Behance account will be required to showcase your work online and to exhibit your learning outcome.

Creating an integrated advertising campaign to promote a brand and its products will be essential during the class period. Multiple projects will be assigned and due on the scheduled dates. After each given project, a critique and presentation will take place.

OFFICE HOURS

Face-to-Face Meeting: EVABL 1.209
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 I Meeting ID: 314 694 9266

In-person Meeting: 2:00 - 4:00 pm, Tuesday (by Appointment)
Virtual Meeting: 3:00 - 4:00 pm, Thursday (by Appointment)

If you prefer to have a meeting (either a virtual meeting or a face-to-face meeting) during my office hours on Tuesday or an additional time on Thursday, please let me know and make an appointment one day before Tuesday or Thursday. You can ask questions in the meeting such as:
> Detailed project requirements
> Technique problems for your projects
> Design review and feedback for your projects

• If more than two students prefer to meet in person, I may meet with you in the room of EVABL 1.225.

STUDENT LEARNING OBJECTIVES/OUTCOMES ON CRITICAL THINKING FOR THE COURSE
Upon completing the ARTS-4334 course, you will be able to

1. understand the concept of visual language as expressed by multiple optical elements.
2. understand advanced methods of digital media.
3. gain knowledge of the materials and equipment relevant to your major and course projects.
4. gain creative skills and presentation skills for professional practice and the ability to generate a cohesive body of graphic design productions.
5. brainstorm concepts from a user-centered perspective.
6. create a brand voice and tone to establish strong brand awareness.
7. familiar with the process of critical thinking in the field of brand visualization designs.

STUDENT LEARNING OBJECTIVES/OUTCOMES ON PROBLEM-SOLVING FOR THE COURSE

After this course, you will be able to

1. enhance your ability to create and visualize brand identities in multiple forms;
2. increase your sensitivity and ability to create high-quality graphic designs in brand visualization design;
3. present solid concepts through principle understanding of visual communication designs;
4. develop an integrated branding campaign to establish brand awareness through effective brand advocacy and promotion by using multiple design programs to create various design productions;
5. apply advanced typographic principles to visualize design compositions in both print and screen formats;
6. choose influential visual languages through a variety of media;
7. familiar with the process of problem-solving for brand visualization designs.

Student Learning Outcomes for UTRGV's Visual Communication Design Majors
(Core Curriculum Requirement)

A Bachelor of Fine Arts with Graphic Design Concentration at UTRGV prepares students for severe professional work in the field. The curriculum emphasizes concept development and application, work with clients, and professional development, including establishing a working portfolio. Students who graduate from the program are equipped with 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 alums follow various paths, including running their 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.

STUDENT LEARNING OBJECTIVES FOR CORE CURRICULUM REQUIREMENTS
The Student Learning Outcome (SLO) statements approved for use at UTRGV are listed below so you can copy and paste them into your syllabus. Each core area has a set of 3-4 outcomes, as indicated below.

Core Objectives	UTRGV Student Learning Outcome Statement	Core Area Requiring this SLO
Critical Thinking	Through brain-storming and case studies of successful advertising designs, students will analyze the feasibility and effectiveness of developing a consumer campaign via a brand identity, a branding poster campaign, a branding billboard campaign, and a UI design by using multiple digital marketing tools and other information sources to solve challenging problems and to deliver a powerful branding campaign. Through many visual aids such as logos, icons, typography hierarchies, flat-designed illustrations, and cutting-edge imagery, students will visualize a concept via the campaign and develop and explore new solutions to graphic designs creatively, functionally, and professionally.	All Core Areas

Core Objectives	UTRGV Student Learning Outcome Statement	Core Area Requiring this SLO
Communication Skills	Students will effectively generate creative ideas by practicing communication skills using visual elements. Through completing multiple projects, students will demonstrate the ability to adapt their communications to a particular context, audience, and purpose using visual language and sources appropriate to a consumer campaign in a specific communication task.	All Core Areas
Teamwork	Through a collaborative project, students will collaborate effectively with others to solve problems and complete tasks while demonstrating respect for diverse perspectives.	Communication, Life & Physical Sciences, Creative Arts
Social Responsibility	Social Responsibility Through developing the collateral campaign, students will recognize and describe cultural diversity, the role of civic engagement in society, the environment-society relations, and the link between ethics and behavior.	Language, Philosophy, & Culture; Creative Arts; American History; Government & Political Science; Social & Behavioral Sciences

TEXTBOOK AND RESOURCE MATERIAL
• [Brand Identity Essentials, Revised and Expanded: 100 Principles for Building Brands](Essential Design Handbooks) I ISBN-10: 1631597086
FOR CRITICAL THINKING ON BRAND IDENTITY DESIGN AND ADVOCACY

Recommended Hardware, Software, Subscription, Supplies & Materials

- Apply Macbook Pro (32 GHz & 512 GB Storage)
- Adobe Creative Cloud
- Textbook_available on Amazon
- Process Book_3 ring binder_available at OfficeDepot and UTRGV Bookstore
- 128 GB USB drive and/or an external hard drive.

Hardware & Software for the Class / Technical Requirement

To participate in this course, you should have easy access to a computer less than five years old with a high-speed internet connection via cable modem. Ensure you use supported browsers like Google Chrome or Firefox and Operating Systems for Blackboard Learn from Blackboards resource page.

Student Technical Skills:
You are expected to be proficient in installing and using a primary computer and Adobe CC applications for this class. You can browse course content on Blackboard or WordPress blogs and send/receive email attachments.

Suppose you don't have a personal computer at home. In that case, you may use the open lab Room 2.106, Computer Center in Academic Service Building at the Edinburg campus, from 8 am to 9 pm every weekday to use computers and software for your projects.

Access to software available through Adobe Creative Cloud is required for this course. If you have any questions about technical support, please contact IT for guidance on recommendations (Robert.Allen@utrgv.edu).

Topics & Technologies

• Brand Identities (Trademark Designs)
• Brand visualization via a static format (POP & Posters)
• Brand visualization via a screen format (Social Media Ads & App Product)

Applications

• Adobe Photoshop CC 2023
• Adobe Illustrator CC 2023
• Adobe XD CC 2023 or Figma
• Adobe Color CC
• Adobe Stock

GRADING POLICIES

Based on professional standards, your work will be assessed for creativity, presentation, and content value. In determining students' grades in the course, 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 course's final grade will summarize the project scores divided by the number of projects.

Performance Levels (apply to each project):

      Excellence_90 - lOO [A]

Presents incredibly imaginative ideas 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 project development. It also shows good design incite and work ethic. Regular participation in class discussions and peer critiques are also maintained.

      Average_70 - 79 [C]

It 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 DETECTION

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

An eight-point deduction will be addressed for the grade of a single project if the student absences a class on a critique day/presentation day or delays a project.

BLACKBOARD SUPPORT
Please contact the Center for Online Learning and Teaching Technology (COLTT) if you need assistance with course technology at any time.

Campus:	Brownsville	Edinburg
Location:	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
Phone:	956-882-6792	956-665-5327

Toll-Free: 1-866-654-4555
Office Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.
Support Tickets Submit a Support Case via our Ask COLTT Portal
24/7 Blackboard Support
Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

ATTENDANCE:

Students are expected to attend all scheduled classes. The instructor will drop a student if the student absences more than five classes without acceptable reasons. UTRGV's attendance policy excuses students from attending class if they participate in officially sponsored university activities, such as athletics, for observance of religious holy days; or for military service. Students should contact the instructor before the excused absence and arrange to make up missed work or examinations. If you miss classes due to one of the COVID-19-related extenuating circumstances, you become sick with COVID. If you cannot complete assignments by the original due date, you will be able to provide the instructor documentation from your doctor, and you will be given five extra days to complete your project(s).

COVID-19 RESOURCES:
Please visit the Commitment Website for the most up-to-date COVID-19 campus information and resources. The Commitment FAQ page offers additional guidance to specific questions. To submit a question for the FAQ, please email WelcomeBack@utrgv.edu.

ACADEMIC INTEGRITY:

Members of the UTRGV community uphold the Vaquero Honor Code's shared values of honesty, integrity, and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-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 an unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). All violations of Academic Integrity will be reported to Student Rights and Responsibilities through Vaqueros Report It.

STUDENTS WITH DISABILITIES:
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact Student Accessibility Services (SAS) for additional information. For accommodation requests to be approved, the student must apply using the SAS and is responsible for providing sufficient documentation of the disability to SAS. Students must participate in an interactive discussion or an intake appointment with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once SAS

approves. 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.

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 for pregnancy, pregnancy-related conditions, or parenting (reasonably immediate postpartum period) should submit the request using the form found at Pregnancy and Parenting l UTRGV.

Student Accessibility Services staff can be contacted at either campus:
Brownsville Campus:
Music and Learning Center building (BMSLC, 1.107), phone (956) 882-7374, email ability@utrgv.edu.

Edinburg Campus:

University Center (EUCTR, 108), phone (956) 665-7005, email ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD
Students are encouraged 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.

SEXUAL MISCONDUCT and MANDATORY REPORTING:
By UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance occurring during a student's time in college of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which they become 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, discrimination, and violence. If students, faculty, or staff would like confidential assistance or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

COURSE DROPS:
According to UTRGV policy, students may drop any class without penalty, earning a grade of DR (drop) 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 course should be aware of the "3-peat rule" and the "6-drop" rule to recognize how dropped classes may affect their academic success. The 6-drop government refers to Texas law that dictates 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.

STUDENT SERVICES:
Students who demonstrate financial need have various options for paying for college costs, such as scholarships, grants, loans, and work-study. Students should visit the Student 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: (956) 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 Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide tutoring, writing help, counseling services, critical thinking,

study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
Advising Center AcademicAdvising@utrgv.edu	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
Career Center CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
Counseling Center Counseling@utrgv.edu Mental Health Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry FoodPantry@utrgv.edu	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
Learning Center LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
University Library circulation@utrgv.edu www.utrgv.edu/library	BLIBR (956) 882-8221	ELIBR (956) 665-2005
Writing Center WC@utrgv.edu	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

CALENDAR OF PROJECT ACTIVITIES

Date	Topic	Assignment
January 23 – March 1 (5 Weeks)	Project-1A: Brand Identities / Trade Mark Designs (2) Project-1B: Brand POPs (2)	Project-1A & 1B
March 6 – April 3 (4 weeks)	Project-2: Branding Posters (2-3)	Project-2
March 27 – May 8 (6 weeks)	Project-3A: Branding Ads on Social Media (2-4) Project-3B: Branding on UI / Promotional App	Project-3A & 3B

CALENDAR OF SPRING 2023
https://www.utrgv.edu/_files/documents/admissions/utrgv-academic-calendar.pdf

January 17	Spring classes begin
January 22	The last day to add a class or register for Spring classes.
February 1	Census Day (last day to drop without it appearing on the transcript
March 13-18	Spring Break (NO classes)
May 4	Study Day (NO classes)
May 5-11	Final Exams 5/8: Presentation for the Final Project of 4334 > 1:15 -3:00 PM https://www.utrgv.edu/ucentral/_files/spring-2023-final-exam-schedule_1-9-23.pdf
May 15	Grades Due at 3 p.m.

DEAN OF STUDENTS:
The Dean of Students office assists students when they experience a challenge with an administrative process or unexpected situation such as an illness, accident, or family situation and aids in resolving complaints. Additionally, the office facilitates student academic-related requests for religious accommodations, supports students formerly in foster care, helps to advocate on behalf of students and informs them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

Vaqueros Report It allows students, staff, and faculty to report concerns about a student's well-being, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies. The Dean of Students can be reached by email (dos@utrgv.edu), phone (956-665-2260), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).