

COURSE IDENTIFICATION**Course Title:** Experimental Graphic Design**COURSE INFORMATION****Description and Prerequisites**

The purpose of this course is to provide students with opportunities to deepen their knowledge of artistic practice in graphic design through creative explorations. Students will also engage in action research of their creative practice.

Textbooks and Required Materials

There is no required textbook.
Materials will vary depending on the student's choice of projects

COURSE OUTCOMES & OBJECTIVES

Outcomes	Objectives
Knowledge	
Understand the history, current issues, and direction of the artistic discipline	Develop understanding of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.
Place works in the historical, cultural, and stylistic contexts of the artistic discipline	
Use the technology and equipment of the artistic discipline	Acquire understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.
Understand roles within collaborative teams	Develop understanding of collaboration and teamwork
Skills	
Use the elements and principles of art to create artworks in the artistic discipline	Grow in the ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes in order to produce works of graphic design.
Create artwork that demonstrates perceptual acuity, conceptual understanding, and technical skill	
Analyze and evaluate works of art in the artistic discipline	Analyze and evaluate works of graphic design.

Employ teamwork to enhance learning	Utilize experiential collaborations to increase knowledge of teamwork in order to deepen learning of key concepts
Synthesis	
Produce artworks demonstrating technical skill and disciplinary knowledge	Produce works of graphic design that exemplify technical skill and understanding of the medium.
Use knowledge of art and disciplinary vocabulary to analyze artworks	Research and write about graphic design.
Participate in collaborative community service learning experience	Engage with peers and community members in collaborative creative project
Participate in critiques of own work and work of others	Participate in critique of students' works.

CLASS SCHEDULE

Week	Date	Topics and Assignments	Assessments
1		Course Intro	Old-School Poster
2		Poster to art print to web page	
3		Alternative Surfaces and Materials: Part 1- Visions	Project 2
4			
5			
6		Alternative Surfaces and Materials: Part 2- Social Critique/PSA (Group Project)	Project 3
7			
8		Mid-Term Critique	Mid-term Critique All work must be accompanied by an Artist's Statement
9		Course Project: ideation	Project 4 (Course Project
10		Course Project: gather materials and equipment; begin working	
11		Work in progress	
12		Work in progress	
13		Work in progress	
14		Finalize project; write Action Research Person; meet for individual critique with instructor	
15		Final Critique	Final Critique

ASSIGNMENT & ASSESSMENTS	
Assessment	Value (of 100)
Project 1-Old School Poster, print, and web page Project 2-Visions Project 3-Social Criticism/PSA(Group Project)	3 @ 10 points each = 30 points
Project 4: Typography as Art	40 points
Action Research Paper	20 points
Participation in Critique	10

Attachments-1

Written directions for assignments

Week 1

- Spend some time investigating ideas for how you could create graphic design projects incorporating experimental materials or processes.
- Keep careful track of the sources you used and create an annotated list with full bibliographic information. You'll need this later in the course!
- Generate a list of at least 5 project ideas, including lists of materials and equipment.
- Due Week 2

Project 1A—Old School Poster

- Sometimes you need to look back at something old to make something new.
- This week, we'll create a poster for a fictional campus event.
 - Imagine an event that you'd personally love to see on campus: a favorite band appearing in concert, a guest lecture by a favorite speaker, an art exhibit by a notable artist... (this does not have to be feasible—it's YOUR dream, after all. Improbability and whimsy add interest.)
 - Imagine you've been asked to create the promotional materials for this event. But-*gasp!*-a storm has knocked out all power and internet for a 50-mile radius and will be out of service for the next 7 days.
- Create a poster for this event on standard 22 x 28 white poster board.
 - You may use ONLY pencil, ruler, and markers.
 - You may NOT use any other items—no electronics allowed at all, not even for consultation purposes. Want to look up a font? Get a *book!*
 - Day 1: brainstorm and sketch ideas. Come prepared to the next class with your final idea.
 - Day 2: bring your ruler, pencils, and markers and make your posters on the poster board you'll be provided.
 - Posters are due the first day of class in Week 2.
- Spend some time investigating ideas for how you could create graphic design projects incorporating experimental materials or processes.
- Generate a list of at least 5 project ideas, including lists of materials and equipment.
- Due Week 2

Project 1B—New Media Transformation

- Continuing our imaginary scenario, the power and internet access have been restored and the event you're promoting is in just two weeks.
- Take your poster design and re-imagine it in two ways: (via Adobe Illustrator or similar design software)
 - As a print (in the printmaking lab)
 - As a web page design
- You should already know how to accomplish both of these tasks based on your previous experience in other courses. If not, meet with the instructor for one-on-one assistance.
- You have today and the next class period to create your print and your web page design based on the old-school poster.
- Final projects are due the first day of Week 3

Project 2—Visions

- You will create a work of graphic design expressing your interpretation of theme *Visions*.
- This is an artistic product, not a commercial design.
- You must incorporate at least one alternative material and at least one alternative process in the creation of this work.
- You have two weeks to complete Project 2.
- Final projects are due the first day of Week 5
- If the work is large, cumbersome, or bulky—such as an installation—please take photographs of the work and present them as a PowerPoint or slideshow. You may also use video to present your work if it incorporates a time-based element.

Project 3—Social Critique/PSA

- You will create a work of graphic design centered around a social issue, injustice, or problem and create a Public Service Announcement in order to raise public awareness of this situation for a community group. A guest speaker will present this topic during Week 6.
- This is a commercial design, and although the work itself will utilize alternative materials, it must be presented in an electronic format suitable for printing in a magazine or display on a web page.
- You must incorporate at least one alternative material and at least one alternative process in the creation of this work.
- You have two weeks to complete Project 3.
- Final projects are due the first day of Week 8 at Mid-Term Critique

Final Project

- For your final project, you will create a body of work (not just a single design) using only typography.
- This body of work must be purposeful—created for a specified user. (Ex: *Bembo's Zoo* was created for the artist's daughter.)
- This must incorporate alternative materials or processes—the experimental nature of the project should be evident.
- It may be presented as an installation or 3D work, but photographic documentation is required.
- Excellent craftsmanship and superior artistic technique are expected.

Action Research

In addition to creating the project, you will keep a journal and write an Action Research report about your experiences and how they will inform your future creative practice.

- Make an entry in your journal every day. You may use Word for this purpose or keep a sketchbook or other type of journal. All writing must be *legible*.
- Include a sketch or photo of your progress and a reflective statement about how you're doing. Dates are absolutely required.
- Record your successes, failures, encouragements, and disappointments.
- The point of action research is to make the design process evident and to identify what you've learned.
- When your project is complete, create a report that explains your process from your initial research from Week 1 of the course, through the ideation process, your activity in creating the project, and its final accomplishment.

- Use your journal entries as evidence. Include the in-progress photos and sketches.
- Your original research will take the place of a literature review.

Research paper outline

- I. Introduction—what was the design problem you were trying to solve?
- II. Literature review—what did you learn about experimental graphic design in your initial research?
- III. Project Stages—how did you go from idea to project?
 - i. Ideation
 - ii. Planning
 - iii. Fabrication
 - iv. Finishing
- IV. Reflective self-assessment: what have you learned by doing this project? How will it impact your future artistic practice?
- V. List of references
- VI. Appendix of images

Action Research Paper Requirements:

- 2000 to 3000 words long
- Times New Roman font—black only
- double-spaced, with 1-inch margins
- This is 8 to 10 pages long, NOT including the references or any images you care to cite.
- You must include a running header with your last name and the paper title, and a footer with page numbers
- Images must be included as an appendix, not embedded in the body of the paper.
- All sources must be cited correctly using standard MLA or APA format.
- You must include a correct bibliographic citation for every written or artistic work you cite.
- Papers will be submitted to TurnItIn, SafeAssign, or other checking software.
- Plagiarism will result in an irrevocable grade of F on the paper.
- Do not use Wikipedia as a source. Do not cite Google as a source.