AUK MISSION
The American University of Kuwait is a liberal arts institution, based on the American model of higher education. It is dedicated to providing students with knowledge, self-awareness, and personal growth experiences that can enhance critical thinking, effective communication, and respect for diversity. AUK seeks to create leaders and life-long learners who aspire to the highest standards of moral and ethical responsibility in their societies.

MISSION STATEMENT FOR THE DIVISION OF ARTS AND HUMANITIES
As a keystone of the liberal arts experience, the humanities and arts emphasize intelligent communication and logical analysis. Students examine, interpret and evaluate expressions of cultural achievement in world traditions. Through creative processes and critical inquiry, students gain a fuller appreciation of the values of mutual respect and diversity as they cultivate their moral judgment, aesthetic sensibilities and emotional maturity in preparation for becoming socially responsible members of their local, national and global communities.

COURSE DESCRIPTION
This intermediate studio course is a comprehensive study of graphic design through the integration of typography and imagery; from topic selection to research; and from concept building to the visualization of content. Students will enhance layout skills, and work with alternative materials. Class time will be devoted to lectures, projects and critiques will be developed. Prerequisites: GDES 220 and GDES 221.

Goals
1. Thoughtfully apply and critically analyze effective use of elements of principles as they relate to creative goals.
2. Students will learn to conduct field research and idea specific research, use their theory research to frame their creative idea and write project specific research summaries.
3. Students will demonstrate in their process book that they learned to use research to formulate their creative strategy and clearly record their creative decision making process and to full fill all other required process book criteria.
4. Students will apply formal analysis critical platform and will be introduced to other critical platforms.
5. Students will further explore different components of professional level of presentation.
6. Students will be introduced to graphic design discourse.
Outcomes:

Students are able to:

1. Use elements and principles of design to consolidate form, content and concept in unified final solutions in which expresses the creative goal effectively.

2. Apply the different types of research directly to the creative process from idea development all the way to final project.

3. Directly apply different types of research to their entire creative process beginning with ideation to final product.

4. Fluently navigate different critical platforms to view and analyze the quality of design products.

5. Plan and execute their product presentations to be well crafted, unified in form, content, and concept, and focused appropriately for targeted audience.

6. Synthetize knowledge of typography, logo design, package design, image development as they contribute to targeted design systems.

REQUIRED READING:

- The 22 Immutable laws of marketing (Al Ries and Jack Trout)
- The 22 Immutable laws of Branding (Al Ries and Jack Trout)

MATERIALS:

Process book / USB flash drive / Digital Camera (as needed), etc.

Process book is to document your ideation, sketches, brainstorming, image collection and note taking.

CLASSROOM POLICY:

MAC LAB and STUDIO RULES

Keep your areas clean at all times. You MUST clean up your working area before you leave class, throw trash in the bin before leaving classroom, your professor should not and will not clean after you. I will deduct points if I see trash left from your station. No food or drinks are allowed in the Mac Labs.

Attendance

In the AUK catalogue 2013 – 2014, it is stated that:

- Students who, during a semester, miss more than 15% (2 ½ weeks), of the class sessions (or the equivalent in the summer semester), the instructor will inform the Academic Advising Center (undeclared students) or the appropriate Division Head (declared students) who will advise the student to withdraw from the course. A student who has not withdrawn by the formal official date (see withdrawal p. xx) will receive a final grade of "F" for the course.
- A student who misses classes, laboratories and/or required fieldwork is responsible for the work that is covered, and for any announcements that are made, during his/her absence.

Disability Accommodation:

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2 at the earliest with the understanding that all disability-related accommodations require registration with the Counseling Center and are not applied retroactively.

FOR ILLNESS, ONLY HOSPITAL EXCUSES WILL BE ACCEPTED.

The last day to withdraw with a "W" is on Thursday November 7/2019.
Tardiness
Arriving late to class is disrespectful and disruptive to all. Lectures and other in-class activities will start promptly at the beginning of class. It is your responsibility to find out what was discussed.

Leaving during classroom
Any student leaving class once it has begun will be marked as ABSENT. Please inform me prior to start of class if you must leave early for that day.

Mobile phones and similar devices
These are not to be used in the classroom. There are no exceptions to this policy. Students caught using them will be given one warning and subsequently dismissed from the class and marked as ABSENT if they are caught using them again.

Evaluation and grading policy
You will be graded in the following 3 categories. These categories will together make up your Final grade each project.

1. Process (form)
2. Concept & Implementation (context)
3. Presentation & Craftsmanship (voice)

50% PROCESS: Includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. At the end of the semester, you will submit all project sketches, refinements, notes, in chronological order of assignment / process in form of spiral bound. (size A4)

30% CONCEPT AND IMPLEMENTATION: Comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual esthetic, application/translation of concept, followed the assignment sheet or directives given in class.

20% PRESENTATION & CRAFTSMANSHIP: Complete all homework assignments on time. Projects must be printed and presented Professionally during critiques and midterm assessment. Poor craft can reduce a project grade by one full grade and re-dues are not acceptable.

Grading

Letter Grade Explanation
- An "A" is the highest grade possible to achieve at AUK. An "A" is not automatically awarded to the highest grade in the course. An "A" in the course reflects a student’s outstanding performance on assignments and exams as well as attendance and conduct. This grade denotes comprehensive mastery of course learning outcomes and their integration with previously learned material. An “A” student is usually one who proactively presents originality of thought, independent creativity, and insightful reasoning above and beyond that of his or her peers.
- "B" in the course represents excellent achievement within the course, demonstrating an understanding of concepts with a presentation of work within high standards. This student is an active participant in the class and frequently demonstrates leadership qualities, such as originality and critical inquisitiveness.
- "C" in the course represents satisfactory work, demonstrating a basic comprehension of the material presented as well as basic achievement of course learning outcomes. This grade implies that the student has met the minimum standards necessary to pass the course. The students must have a minimum cumulative GPA of 2.0 to graduate from AUK.
- "D" in the course represents substandard work done for the course. This grade implies the student has a limited understanding of the course material and concepts and does not display leadership in thought. It signifies that the coursework falls below the acceptable standards in quality and quantity. A “D” is a passing grade for some GE courses that are not required for the Major.
• An “F” in the course represents work done that has not met the standards set by the course and by AUK, incomplete comprehension of the material, and incomplete submission of materials required for the course. An “F” is a failing grade.

FINAL GRADES ARE NOT NEGOTIABLE
* I re-evaluate your grade with full proof of documentation of support.

“NO GRADE IS GIVEN TO A FINAL PROJECT WITHOUT SEEING DETAIL PROCESS AND RECORDS OF YOUR RESEARCH AND IDEATION IN THE PROCESS BOOK AND CLASSROOM.”

Before turning in final assignment, make sure you can answer following questions listed below:
[I evaluate your work based on these set of questions:]
• Is this research appropriate? Sufficiently documented? Integrated into students thinking?
• Who is the audience? Who are you communicating to? How is it being communicated?
• What is the message?
• How many solutions were created? (1-5)(1-10)(1-20) solutions?
• Did the student take risks? explore with other materials, formats, 2D to 3D solutions, etc?
• How much did the work evolve?
• Is it engaging with the subject?
• Printing quality, color, paper, matting, and cutting is tight and clean?
• Is the final product and presentation supporting the concept?

Academic Honesty
Cheating will not be tolerated. Any student copying, talking or other forms of cheating will receive a zero for that work. Homework and out-of-class assignments should be in your own expression and voice and not copied from another source. See insert from the AUK catalogue. University Policy concerning Academic Honesty and Integrity can be further studied in the AUK catalogue.

VIOLATIONS OF ACADEMIC HONESTY AND INTEGRITY

Cheating
I encourage you to work together during brainstorming sessions, critiques and technical difficulties. however, this does not mean that you should copy each others work, or copy from online sources.

YOU WILL NOT USE GOOGLE IMAGES FOR ANY PROJECTS.

Plagiarism
The term “plagiarism” includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts, regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one’s own work. Plagiarism also includes handing in a paper or a project to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person’s academic work as one’s own. Individual academic departments may provide additional examples in writing of what does and does not constitute plagiarism, provided that such examples do not conflict with the intent of this policy. Violations of Copyrights International copyright laws must be observed by all students. Violations of copyright laws include making unauthorized use of printed materials, duplicating computer software, duplicating copyrighted materials, and reproducing audio-visual works.

Dishonesty in Papers
Papers submitted in courses must be the original work of the student with appropriate citations and references. Papers or other reports prepared by another person or purchased from another person or company and submitted as one’s own work is a violation of academic
honesty. Work submitted for one course may not be submitted for another. It is a violation of academic integrity to submit the same work in more than one course. The incorporation by students of past writing or research into current projects must be clearly indicated.

**Inappropriate Collaboration**
Working and collaborating with a fellow student or others without acknowledging their assistance is a violation of academic integrity.

**WEEK 1**
- Syllabi
- Introduction of the course

**WEEK 2**
- Introduce First assignment
  - Project presentation

**WEEK 3**
- Lecture
- Work in Class

**WEEK 4**
- Lecture
  - Each student will present his/her findings, observations, assessments and directional interest bring all research material to each class period.
  - Work in Class

**WEEK 5**
- Lecture
  - Each student will present his/her findings, observations, assessments and directional interest bring all research material to each class period.
  - Work in Class

**WEEK 6**
- Begin sketching for logo / 20% of the final grade
- Make prototypes, make things happen, create, don’t just use the computer.
- Logo design
- **Turn in a paragraph of your research paper.**
- Reading

**WEEK 7**
- Review logo ideation on Black and white only
- **Logo is finalized**

**WEEK 8**
Conceptualize poster ideas based on your message, what you want to communicate, your research, findings, how do you draw your own conclusion? poster ideation, bring to class at least three different directions size A3 / 10% of the final grade

**WEEK 9**
- Midterm
  - Presentation is DUE (each person will talk for 5 minutes) 10% of the final grade
  - Submission of the first assignment.

**WEEK 10**
  - Holiday (Spring Break)

**WEEK 11**
- Lecture
- Work in Class
• Introduce second assignment

**WEEK 12**
• work in class

**WEEK 13**
critique

**WEEK 14**
critique in color, in spread format

**WEEK 15**
work in class

**WEEK 16**
WORK in CLASS
Processbook complete - turn in for print

**WEEK 17**
FINAL Presentation

**THANK YOU! ENJOY YOUR BREAK**