



## Syllabus

### Basic Course Information:

**Course Prefix/Number:** GDES 320

**Course Title:** Graphic Design 2

**Core Course**

**Class Meeting Times:** MW 09:30-10:45  
11:00-12:15

**Instructional Modality:** Onsite

**Class Location:** G217

**Instructor:** Prof. Rita Merheb

**Office Location:** G321

**Office Phone:** 22248399 ext. 3641

**Email:** rmerheb@auk.edu.kw

**Office Hours:** MW from 2-3:30pm and  
5:00-6:30 pm

### AUK Mission Statement:

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 lifelong learners who aspire to the highest standards of moral and ethical responsibility in their societies.

### Art & Graphic Design Department Mission Statement:

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

### Catalog 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.

### **Course Learning Outcomes:**

Upon successful completion of the course, students will be able to:

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

### **Course Delivery/Methodology:**

For this course we will be meeting in-person MW per week and material will be presented through [lectures/videos/readings done ahead of time]. All [course material/lecture slides/readings] will be posted on Moodle, which can be accessed at [website]. All assignments must also be submitted through Moodle. To successfully complete this course, you must post regularly on Dropbox, actively participate in class discussions, and submit your projects by the posted due dates and times.

### **Required Textbook/Required Readings:**

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

### **Evaluations and Grading:**

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.

**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 presented Professionally during critiques and midterm assessment. Poor craft can reduce a project grade by one full grade and re-dues are not acceptable.

### **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?

<b>Evaluation Type</b>	<b>Weight</b>
Participation	10%
Presentation	20%
Midterm Exam	30%
Final Exam	40%
<b>Total</b>	<b>100%</b>

All Assignments will be posted on Moddle, and students should be submitting their digital files through Moodle.

**AUK Official Grading Scale:**

<b>Letter Grade</b>	<b>Percentage</b>	<b>University Points</b>
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

### **AUK Attendance Policy:**

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

### **Code of Academic Honesty and Integrity:**

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at [www.auk.edu.kw](http://www.auk.edu.kw). Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

### **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 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.

### **Cheating:**

The term "cheating" includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

### **Academic Support:**

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two

centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: [tutoringcenter@auk.edu.kw](mailto:tutoringcenter@auk.edu.kw).

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: [writingcenter@auk.edu.kw](mailto:writingcenter@auk.edu.kw)

### **Disability Accommodations:**

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at [Counseling@auk.edu.kw](mailto:Counseling@auk.edu.kw).

### **Course Policies/Student Responsibilities:**

Students will demonstrate in class 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.

With this said, Students must attend class with their own equipment (laptop, process book, cameras, USB, ect..) and must have work to show in class in order to be graded on their progress.

**Late and Missing Work Policy:** Students are graded on their work progress in each session. Not showing the progress of their work will affect their final grade.

**Make-Up Work Policy:** Student with **documented evidence (AUK Attendance Policy)** will be allowed by a make up session during office hours and late submission.

### **Communication Policy.**

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (Class ###, DAY/TIME section) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions via email or posted on the discussion forum within 24/48 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: WORKING DAYS ONLY/ 8AM-6 PM ONLY. Emails sent on weekends will be responded to on Sunday.

### **Technology Issues:**

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at [rmerheb@auk.edu.kw](mailto:rmerheb@auk.edu.kw) and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not [receive a late penalty/get a 0, etc.]. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

**sCourse Schedule:**

Week	Topic	Assignments and Readings
1	<ul style="list-style-type: none"> <li>• Syllabi</li> <li>• Course Introduction</li> </ul>	
2	Prof. Lecture: <b>Student's Presentations:</b>	The Ultimate Corporate Identity <b>The 22 immutable law of marketing</b>
3	Student's Power Point Presentations.	Each student will present the 3 choices of restaurant/hotel with marketing goals, mission statement and SWOT analysis. (each student will talk for 5 minutes) 10% of the final grade
4	National Liberation Week.	(University closed)
5	Project Critiques	Each student will present his/her findings, observations, assessments and directional interest bring all research material to each class period.
6	Project Critiques	<b>Optional:</b> Review logo ideation on Black and white only or Menu layout/Design
7	Project Critiques	<b>Optional:</b> Review logo ideation on Black and white only or Menu layout/Design
8	Project Critiques	<b>Optional:</b> Review logo ideation on Black and white only or Menu layout/Design
9	<i>Midterm</i>	<b>Midterm: 20% of the project should be finalized.</b>
10	Project Critiques	<b>Working on the other deliverables.</b>
11	Project Critiques	<b>Working on the other deliverables.</b>
12	Project Critiques	<b>Working on the other deliverables.</b>
13	Project Critiques	<b>Working on the other deliverables.</b>
14	Project Critiques	Working on Style-guide
15	<i>Break</i>	Enjoy your holiday!!
16	Final Project Critiques	Style-guide complete
17	<b>Final Exam Week</b>	<b>Submission of the Project and Style guide.</b>

**Syllabus Changes:**

**There may be changes to the schedule and syllabus during the semester. When this happens, I will inform you in class and over email.**