



Course Prefix/ Number: GDES 420-01
 Course Title: Graphic Design III (core course)
 Class meeting Times: MW 12:30 – 1:45 pm
 Class Location: G217

Instructor: Prof. Maryam Hosseinnia
Office: G328
Email: mhosseinnia@auk.edu.kw

Office Hours:
 Monday 11:00 – 2:00 pm
 Wednesday 2:00 – 3:00 pm

AUK Mission Statement

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

Art and 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 advanced course further investigates system design, research analysis and development of a brand. Students will work in a collaborative environment, in an intense investigation of visual communication, critique session, group discussions, presentations and field trips. This is a studio course. Senior standing. Prerequisite: GDES 320 and GDES 321.

Course Introduction

GDES 420 is a critical study of design elements and principles. It continues to focus on two and three-dimensional space as well as introduce the student to information design. Emphasis is on inventiveness in the use of a variety of media and materials.

Assignments cover advanced aspects of the creative communication process. Class time will be devoted to lectures, exercises, projects, and critiques where self-analytical judgment will be developed. The regular use of a sketchbook is mandatory. You are required to work in the classroom on all aspects of your exercises and projects. It is suggested that a laptop computer be brought to every class period.

Course Goals	Course Learning Outcomes (CLOs) Upon successful completion of the course, students will be able to:
Apply and synthesize formal and conceptual use of	CLO1: Effectively use elements and principles on both formal

elements and principles of design to support complex creative goals.	and conceptual levels to support complex creative goals.
Students will conduct literature research as a part of their theory research to frame their creative goals. Students will synthesize all types of research to effectively support the end product.	CLO2: Synthesize different type of research such as literature research and project specific research to support complex creative goals.
Students will practice written summaries of their project research and to present their findings in class.	CLO3: Produce written summaries of their project research and to present their findings in class.
Students are challenged to research, investigate, critically analyze and document their findings and apply to branding, system design, or social awareness projects.	CLO4: Demonstrate how they effectively use their research, critical analysis, and documented findings in designing their branding, system design and social awareness' project.
Students will investigate contemporary theory and discourse in graphic design	CLO5: Discuss meaningfully, contemporary theory and discourse in graphic design.
Students will strive to reach a professional level of oral and visual presentation skills.	CLO6: Present both oral and visual the key points of their projects.
Students develop their process book to record their creative process in such a way that they can identify, analyze and understand the style of their creative thinking.	CLO7: Develop reflective, imaginative, and useful process books.
Students are able to use variety of creative strategies, are proficient users of brainstorming, divergent and convergent and critical techniques of thinking.	CLO8: Use variety of creative strategies to fulfill logic of their design. and presenting well crafted work in a professional manner.
	CLO9: Effectively and creatively build a resume and portfolio to promote themselves in the workforce.
	CLO 10: Effectively use and produce work using the Adobe Software's.

Course Delivery/Methodology

For this course we will be meeting in-person 1:15 minutes twice a week and material will be presented through [lectures/videos/readings]. All [course material/lecture slides/readings] will be posted on Moodle, which can be accessed at <https://lms.auk.edu.kw/>. All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: [projects, paper, quiz]. To successfully complete this course, you must all project requirements, attend all classes, submit work on time, research, activity participate in the classroom discussions, and complete readings ahead of time by the posted due dates and times.

Required Readings (e-books)

1. Designing brand identity: an essential guide for the whole branding team by Alina Wheeler.
2. Leonard, Neil and Ambrose, Gavin. Basics of Graphic Design 02: Design Research. London, Bloomsbury Visual Arts, 2012 ISBN 978-1-350-16752-0
3. Davis, Douglas. Creative Strategy and the Business of Design. Blue Ash, OH, HOW Books, 2016 ISBN-13: 978-1-4403-4155-7

You will be reading different lessons and articles which are posted on Moodle.

Podcasts / blogs

Design Matters by Debbie Millman

Father of Modern Branding," David Aaker

<https://www.designmattersmedia.com/podcast/2022/David-Aaker>

<https://designobserver.com/>

<https://designobserver.com/topic.php?id=547>

Supplemental Readings

- The Designer as Author by Steven Mccarthy
- Graphic Design process: from problem to solution: 20 case studies by Nancy Skolos
- Understanding Methods of Design by Bruce Hanington and Bella Martin
- Alan Fletcher, The Art of Looking Sideways,
1st Edition, Phaidon Press. 2001
- Ellen Lupton, Jennifer Cole Phillips, Graphic Design The New Basics,
1st Edition, Princeton Architectural Press. 2008.
- Ellen Lupton, Abbott Miller, Design Writing Research, Writing on Graphic Design, Phaidon Press Limited, 1996.
- Edward Tufte, Envisioning Information, Cheshire, CT: Graphics Press, 1990. Ian Noble, Russell Bestley, Visual Research: An Introduction to Research Methodologies in Graphic Design, AVA Publishing (UK) Ltd., 2005.

Library Resources

The AUK Library provides you with the necessary support to conduct research and find additional readings for your class work. Need to research but don't know where to start? Need help finding and using online resources (books, data, articles...etc. Not sure how to cite a source or develop a reference list? Ask a librarian! Research help is available through email, MS Teams, Zoom.

Contact the library at: library@auk.edu.kw or go to <https://www.auk.edu.kw/academics/Library> to begin your search!

Recommended/Supplemental Software/Material/Readings:

Adobe TV: <http://tv.adobe.com/>

Adobe Illustrator CC: <https://helpx.adobe.com/illustrator.html>

Adobe Photoshop CC: <https://helpx.adobe.com/photoshop.html>

Adobe InDesign CC: <https://helpx.adobe.com/indesign.html>

Reference – Image Download Resource

1. Getty Images: <http://www.gettyimages.ae/>

2. Adobe Stock: <https://stock.adobe.com/>

Reference – Font Download Resource

1. Adobe Type Kit: <https://typekit.com/fonts>

2. My Fonts: <http://www.myfonts.com/>

3. More font foundry index can be found in the following URL:

<http://www.howdesign.com/resourceseducation/production/type-index/>

4. Arabic fonts: Grapheast - <http://www.grapheast.com/ge-fonts/>

Required Materials

- A dedicated and quiet space for elearning, with camera and audio fully functional
- Flash drive (or external hard drive preferred 1TB+) to carry images and projects. Cloud space is desirable too.
- Adobe Creative Suite Subscription, download Illustrator, Photoshop, InDesign, and animation software (any other creative software as needed) (adobe.com)
- Preferred: Access to a color printer and scanner
- PROCESS BOOK: is to document your ideation, sketches, brainstorming, image collection and note taking. The process book will then translate into a 60 page submission of semester long research toward capstone research.

Evaluations and Grading

Evaluation Type	Weight	Link to CLO
Participation	10%	CLO3, CLO6, CLO5
Project 1 Capstone Poster Design	10%	CLO1, CLO2, CLO3, CLO6,CLO8,CLO9,CLO10
Project 2 (Awareness Campaign)	20%	CLO1, CLO2, CLO3, CLO6,CLO8,CLO9,CLO10
Presentations (2)	10%	CLO6.CLO9, CLO2
Project 3 (Capstone Research)	20%	CLO1, CLO2, CLO3, CLO6,CLO8,CLO9,CLO10
Project 4 (Process Book: organization of information, layout design, depth of knowledge /presentation)	25%	CLO1, CLO2, CLO3, CLO6,CLO8,CLO9,CLO10
Posttest	5%	
Total	100%	

Project Evaluation:

Work assigned during the semester will be based on the techniques and principles demonstrated and discussed in class. There will be class time to work on some of these assignments, but students will be expected to work approximately six hours a week outside class time to complete the projects.

All assignments will be graded on the following criteria. These criteria will together make up your final grade each project:

1. Process:

For each project, it includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. You will submit all project sketches, refinements, notes, in chronological order of assignment / process in the form digital presentation mood board.

“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.”

2. Concept Proposal:

A concept proposal documents research, brainstorming, ideation, sketches, image collection and note taking.

Research/Analysis/Process:

Did the student research the subject matter and explore more than one solution in the planning stage? Did the student follow all steps identified in the assignment directions and show work at all critiques? Is this research appropriate? Sufficiently documented? Integrated into students' thinking?

3. Concept and Implementation:

Comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.

Is the message clear and effective? Who is the audience? Who is being communicated to? How is it being communicated? What is the message? Did the student challenge himself/herself? Is the solution beyond the obvious and the clichéd? How many solutions were created? (1-5)(1-10)(1-20) solutions?

4. Presentation & Craftsmanship:

Complete all homework assignments on time. Projects must be printed and presented professionally during critiques and midterm assessments. Poor craft can reduce a project grade by one full grade, and re-dues are

unacceptable.

Execution:

Are the creative principles and technical aspects covered in the class used effectively? Did the student create work that is aesthetically successful? Did the student solve the creative problem? 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?

5. Creativity

Is the final solution beyond obvious solution? Is it unique and thought provoking? Is it creative and playful?

6. Presentation & Craftsmanship:

Did the student present his or her work to the class on the due date? Did the student clearly present his/her objectives to the class during critique? Is the assignment clean and neat? Is there an overall attention to detail? Printing quality, color, paper, matting, and cutting is tight and clean? Is the final product and presentation supporting the concept?

7. Classroom Participation:

Failure to follow project instructions, lack of required elements, typographical errors, lack of attendance, meeting deadlines, lack of critique participation etc., will result in point deductions specified for each project.

There will be multiple projects assigned to correspond with the course material (due dates listed in Moodle) that will be done throughout the semester. Expect to work approximately four to six hours a week outside class time to complete the projects and/or homework. These projects are to be completed outside of class time, so it is your responsibility to organize your time, materials, and logistics (printing, place to work, transportation, etc.) as needed. Projects need to be complete and ready for critique/presentation at the beginning of class time on their respective due date. Failure to submit a project, or absence at the critique, will result in an "F" grade for that project.

All written assignments will be handed in via "Turn-It-In" online through Moodle. Online submission via "TurnIt-In" will scan your paper/presentation for plagiarism. Any paper not handed in on time (i.e. before the start of class time) is given a "D" grade. There will be no exceptions.

Letter Grade	Percentage	University Points	Notes
A	94-100	4.0	Exceeds project expectations and demonstrates intensive creative thought
A-	90-93	3.7	
B+	87-89	3.3	
B	84-86	3.0	Meets project expectations and demonstrates creative thought
B-	80-83	2.7	
C+	77-79	2.3	
C	74-76	2.0	Meets project expectations
C-	70-73	1.7	
D+	67-69	1.3	
D	64-66	1.0	Less than satisfactory work, coursework falls below the acceptable standards
D-	60-63	0.7	
F	0-59	0.0	Failure; no credits earned
FN	0-59	0.0	Failure for non-attendance

GRADES ARE NOT NEGOTIABLE

Course Policies/Student Responsibilities

AUK Attendance Policy

Attendance

Regular attendance is essential to success in this course and students must make an effort to be on time for class. If you plan to be absent for any reason, please inform me in advance. If you miss a class, you are responsible for material covered and work assigned. Class time cannot be reconstructed or made up and your performance, your work, and your final course grade will be affected by absences. I do not distinguish between excused and unexcused absences (except in "officially-recognized" academic instructional activities or national athletic activities).

Tardiness

Students who enter class late disrupt the learning environment; therefore, we will adhere to the following:

- > Students who are late more than five minutes for the course will be marked late. If marked late, three late appearances will equal one absence.
- > Students arriving 20 minutes late will be marked absent and may not be permitted to enter the class.

Absences

I follow the university policy on absences, which is as follows:

- > Instructors are expected to maintain attendance records and to draw students' attention to attendance requirements noted in the course syllabus.

If a student misses more than 15% (in Fall 2018 on a 3-day schedule, this equals 7 classes; on a 2-day schedule this equals 5 classes) of the class sessions in one semester (or the equivalent in the summer semester), the instructor will inform the Academic Advising Center (undeclared students) or the appropriate Department Chair (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 deadlines)

will receive a final grade of "F" for the course. If a student misses the 15% AFTER the withdrawal deadline s/he will also earn an "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.
- > Instructors are not obligated to give substitute assignments or examinations to students who miss class. It is left to the course instructor to determine the nature of the absence and whether to give substitute assignments or examinations to the absent student.
- > Instructors are requested to excuse the absences of students who must miss class due to academic instructional activities or national athletic activities. Students are required to make up all course work due or assigned during their absences, as determined by the course instructor.

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).

Course Policies

1. If you miss five days of class, you will fail the course.
2. If you don't show process and work in class you will fail the course.
3. If you cheat / plagiarize, you will fail the course.
4. Disruptive or disrespectful behavior will not be tolerated.

Late and Missing Work Policy

Late assignments will go down one letter grade for each day late. It is the student's responsibility to make sure that work is submitted on time.

Make-Up Work Policy

Students who miss an assignment deadline for an excusable reason will have one week to make it up without penalization. If the assignment is not turned in within one week, the grade will go down one letter grade for each day late.

Email Communication

Please be sure to write your full name and indicate which class and section you are taking (GDES 420, MW/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 emails within 24 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: 12-3, STU. Emails sent on weekends will be responded to on Sunday. Make appointments for office hours via email. Appointments are mandatory for office hours.

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 mhosseinnia@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. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In rare cases where the files are too large, use OneDrive and/or WeTransfer. In general, always be sure to frequently save your files and keep backups of your assignments.

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. 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.

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

Disability Accommodations

AUK provides equal and inclusive educational environment in order to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, [click here to book a session through the Counseling Center/Disability Services Booking Page](#), to ask about disability services at AUK, initiate an accommodation plan, or receive disability services. You can also email counseling@auk.edu.kw if you need assistance in booking a session.

GDES 420 Spring 2023 (Sunday – Tuesday class) Course Schedule

The professor reserves the right to adjust the syllabus requirements and change other aspects of the course as necessary, in the interest of a better learning experience for the class. Changes will be announced in class, posted to class email list and Moodle.

February		
<u>week</u>	<u>Day</u>	<u>Topic</u>
Week 1	Feb 5	Intro / Syllabus
	Feb 7	Pretest Quiz (no grade) reading the newspaper (highlight on the importance
Week 2	Feb 12	Launch project 1 Capstone Poster
	Feb 14	Present 3 designs
Week 3	Feb 19	University closed-Prophet's Ascension
	Feb 21	Launch project 1 Introduction of the Awareness Campaign Project.
Week 4	Spring Break	

March		
<u>Date</u>	<u>Day</u>	<u>Topic</u>
Week 5	March 5	Project 1: DUE Present topic: research: what is the problem, here and what needs to be done.
	March 7	research
Week 6	March 12	Presentation
	March 14	Presentation
Week 7	March 19	Work in class
	March 21	Critique - class discussions
Week 8	March 26	Work in class
	March 28	Capstone Poster 2022 / Launch project 3 Capstone research process

April		
<u>Date</u>	<u>Day</u>	<u>Topic</u>
Week 9	April 2	Choose three topics -
	April 4	Jury review Presentation
Week 10	April 9	Work in class
	April 11	Critique
Week 11	April 16	Presentation
	April 18	Presentation
Week 12	Eid El-Fitr (University Closed)	
Week 13	April 30	

May		
Week 14	May 2	What is your topic – target audience
	May 7	Group work
Week 15	May 9	One -one-one
	May 14	Work I class
Week 16	May 16	Critique
	May 21	Work I class
Week 17	May 23	Critique – one -on-one
	May 28	Work in class
Week 18	May 30	Reflection Summary 1-2 pages Process book complete (digital) Final presentation of your findings (digital)

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