SYLLABUS: ART 3354-SIGN & SYMBOL

Catalogue Description

Design and problem solving focusing on transformation of visual elements into logos, logotypes, information and environmental graphics.

May be repeated for up to six hours credit.
Prerequisite: 2354, 2355, or permission of the advisor.

Course Objectives

The main objective of this course is for the designer to coordinate/combine design components such as letter forms, words and images to construct an appropriate, comprehensive and meaningful visual experience. This complex task involves developing a message that clearly and effectively engages/communicates. In addition, build a cohesive composition that gains order, clarity and synergy from the relationships that emerge between each of the interconnected elements.

Description of Instructional Methods

The structure of the class includes lectures, demonstrations, group discussion, individual and group critiques and in/outside class studio activities.

Projects will be assigned and will be due on scheduled dates. Each project will include an introduction to the specifics of what is expected and what concepts we are covering. At the completion of assigned projects a critique/class review will take place. Grades will be presented after each project and at the conclusion of the semester (grades are usually complete within a week of each project completion, if you happen to be gone on the day that I hand back grades make sure that you request your project evaluation sheet). Please review the grading criteria and course requirements information.

During the semester if you have any questions please contact me by e-mail or during class or office hours or by appointment.

Student Learning Outcomes

The student will:
1. Understand the value of looking, seeing, communicating and understanding the design process.
2. Develop an appreciation for visual symbol construction and meaning.
3. Comprehend iconic identification.
4. Create a visual procedure for semiotic symbol meaning.

Project Activity

A. Comprehensive Process Book - must be maintained for all projects and must involve initial analysis activities, project updates, and observations.
B. Signs & Symbols | Transformation of an Icon.
C. Four Icon Poster.
D. Semiotic Formula Posters.

Each project will be graded as a whole. Weekly assignments used to develop each project will also be graded and successful completion (or not completing) each assignment will have a large effect on the individual project the assignment is associated with, as well as the total class participation grade.

Refer to the class schedule for due dates.
MATERIALS

Textbooks


"Ideas That Changed the World" by Felipe Fernandez Armesto.

"Illustrated Book of Signs and Symbols" by Miranda Bruce-Mitford.


"Symbol" by Steven Bateman and Angus Hyland (optional).

Current Industry periodicals, websites, and other materials as required.

Suggested Publications

Print | Communication Arts | Step Inside Design | HOW | CMYK | Baseline | Eye | Metropolis | Dwell | Adbusters | NY Times | Computer Arts

Supplementary Materials

Xacto knife/blades
Metal ruler
Compass
Glue stick/rubber cement/spray glue
Fine point sharpie marker
Inexpensive technical pens
3 ring binder [for organizing research and hand outs]
Digital file storage device

Additional supplies may need to be purchased as needed.
CLASS POLICIES

Attendance Policy

Attendance is required and will be recorded daily.

Students are expected to attend all scheduled classes, labs, and events as instructed. You are encouraged to inform the instructor of the reason of your absence (if possible, to do so before the start of the class to be missed).

Students who miss class due to emergency, family issues or sickness should provide correspondence from their health care providers, their doctor, or the Office of Student Affairs at UTA. It is the student’s responsibility to keep all correspondence until the end of the term and to provide a copy to the instructor. Determination of excused or unexcused is at the discretion of the instructor.

It will be the student’s responsibility to acquire missed assignments, information, etc. from the teacher or classmates upon any given day of absence.

Unexcused absences over 2 will result in a reduction or your final class grade by 10%. With each additional unexcused absence, the final class grade will drop an additional 10%.

A tardy is any unexcused class time between 1-15 minutes. Whereafter you will be counted as absent.

One tardy is equal to a quarter day’s unexcused absence (.25). Therefore, 4 tardies is equal to 1 unexcused absence.

Computer Room

All students are required to log-off the classroom computers at the end of class.

Internet and cellphone use not directly related to the progress of classroom objectives are to be reserved for outside of class time and/or during breaks. This includes, but not limited to, Instant Messaging, Facebook, Gaming, Email, and others.

Food and drinks are not permitted in the computer room.

Violation of these rules may result in grade reduction.

Email Communication

Due to the high volume of email our faculty and the art office receive, an important message may be missed or a response to your email may take time. If your email has not been responded to within two days, please contact the instructor or stop by the office in person. In addition, weekend email messages may not be received until the following week.
UNIVERSITY POLICIES

Drop Policy

Students may drop or swap [adding and dropping a class concurrently] classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student’s responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

Electronic Communication Policy

The University of Texas at Arlington has adopted the University “MavMail” address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at http://www.uta.edu/oit/email/. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

To obtain your NetID or for logon assistance, visit https://webapps.uta.edu/oit/selfservice/. If you are unable to resolve your issue from the Self-Service website, contact the Helpdesk at helpdesk@uta.edu.

Academic Integrity

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

“Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the 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 unfair advantage to a student or the attempt to commit such acts.” [Regents’ Rules and Regulations, Series 50101, Section 2.2]

Americans With Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

Student Support Services Available

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals of their personal opinion or conduct should contact the dean of the college which offers the class to initiate a review of the evaluation.
Student Grievance Procedures

1. Contact faculty member in writing [not email] to set up a meeting. The office staff can help accommodate that communication FAB 335.
2. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.
3. If at that point the problem is not resolved it will reviewed by the Departments Grievance Committee.
4. All resolutions will adhere to university policies.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.
PROJECT POLICIES

Project Grades

Projects, exercises and assignments will be graded accordingly with points using an evaluation sheet.

Performance percentages (%) will be calculated from the student's total earned points of the project to the project's total available points.

All grade performance percentages will be rounded to the nearest tenth (00.1%).

| 150 pts. | project total |
| 118 pts. | student's earned points |
| 78.33% | performance percentage |
| 78.4% = C+ | final grade [rounded] |

Final Grades & Assessment

Your final grade will be made up of total earned points divided by total available points.

If additional activities are added and become part of the final grade, the instructor will provide the value of the activity in relation to the final grade.

To receive a final grade, all projects, exercises and assignments should be completed & handed in on time within the semester.

Late Work

All work is to be turned in before or on time. Consistent late work will only be accepted at the instructor’s discretion.

Work turned in tardy (1-15 minutes from due time) will receive an automatic -10% reduction on the project grade.

All other late work (16 minutes or over) will not be accepted and will be recorded as a zero.

Incomplete Work

Any project or assignment not meeting minimum requirements will be considered incomplete and will not be accepted nor evaluated.

Reworking of Projects

Students are encouraged to enhance their work even after it is completed and graded. The refined work on projects will improve their book [portfolio]. Reworked projects will not be part (or have an affect) on the student's final grade.

Effort Policy

Unprepared, late to class, and/or non-participating students will receive a reduced project grade when applicable.

Performance Levels

Excellent

A+ / A / A- = 97 / 93 / 90%

Entry or Junior-level Professional; went above and beyond required.
Great
B+ / B / B- = 87 / 83 / 80%
Above average student work; portfolio worthy; completed more than required.

Average ("Good")
C+ / C / C- = 77 / 73 / 70%
Majority is at this level; met minimum requirements and expectations.

Weak ("Pretty Good")
D+ / D / D- = 67 / 63 / 60%
The work is ok; met some requirements.

Unacceptable
F = 59- 0%
Did not meet many of the requirements; no work turned in.

Evaluation Criteria (Example)

1. Design Composition
Understands and uses design, color and compositional strategies.
   A. Highly refined use of design theory and compositional strategies.
   B. Good use of design and compositional concepts.
   C. Acceptable use of design and compositional concepts.
   D. A number of problems in the design and composition of completed project.
   F. Numerous problems in the use of design and compositional strategies.

2. Idea Development
Level of cognition and risk-taking used to construct successful solutions that are both creative and original.
   A. Completed project reflects a high level of thinking and solution development. The idea captures the nature of problem assigned and powerfully communicates it visually. Memorable ideas. High level of creativity and originality are used as part of the solution. May have taken some risks that paid off.
   B. Effective solution to assigned problem. Ideas are engaging. Tried unusual combinations or changes on several ideas during development. Made connections to previous knowledge that demonstrated problem solving skills.
   C. The idea solves the assigned problem. May need development to be more effective.
   D. Attempts have been made to develop effective solutions but the ideas fall short to be engaging.
   F. Significant problems in development of ideas for the project have occurred.

3. Problem Completion
Completion of problem as outlined in instructor handout and presentations. Satisfied audience.
   A. The student has completed the assignment and has accomplished all aspects of the problem at a high level. The student expanded the solution(s) of assignment after satisfying the initial brief. Problem exceeds audience’s needs/expectations.
   B. The problem has been completed and the student has presented solutions that satisfy a high percentage of the assigned problem. Problem satisfies audience’s needs/expectations at a high level.
   C. The project has been completed but the student may have missed a number of details related to the successful completion of the project. Problem satisfies audience’s needs/expectations.
   D. Numerous aspects of the completed project do not satisfy the objectives of the assigned problem. May have missed audience’s concerns
   F. There was a major disregard for assigned project and/or little attention made to audience.

4. Craftsmanship & Skill
Implements technical skills in the completion of the assignment and its final presentation.
A. Finished project is completed and presented with a high degree of technical skill. It is very neat, clean, and has a professional quality. Certain level of difficulty challenged.
B. Good quality in technique. Has a level of applied technical skill.
C. Average technical quality. Refinement would be required to advance the presentation level of the completed project.
D. Numerous technical issues need to be improved.
F. Very little evidence of technical care in the development of the project.

5. Effort / Difficulty
A. Student exhibited effort beyond expectations. Challenged themselves with the highest degree of difficulty. Sought out complex techniques and artistic details.
B. Student exhibited excellent effort and complexity in work.
C. Met minimum expectations in effort/difficulty. Sought out simplistic and/or average solutions.
D. Below expectations. Could have tried harder.
F. Very little evidence of any effort/difficulty.

6. Work Method & Research
Daily preparation for studio class including: staying on task, bringing appropriate art materials to class, and participating in class discussion and project critiques. Preliminary research that leads to the development of an assigned problem as requested by the instructor.
A. Student is always ready for studio with materials out and in use. A “sketchaholic”. Is willing to discuss their work with fellow students in formal and informal settings. Very open to constructive criticism. All research requested was completed at a very thorough level. Shows time and effort and involved at a high level.
B. Student is consistently prepared for studio and many times will contribute verbally in critiques. Good research quality, has a broad range of materials and resources.
C. Student is inconsistent in preparation for studio and class participation. Needs to improve on class interaction. May be lacking in quality and quantity. More time required to examine project possibilities.
D. Student is rarely prepared for studio. Excuses used frequently. Weak examples and lack of evidence of project research.
F. Very little evidence of student interest in studio and/or quality work.

Final Projects
There will be research problems during Final Review Week.