

CDM 4020 Senior Seminar for Graphic Design Majors

M/W/F 10:30-11:35

lhuaracha@carthage.edu

Zoom Office Hours: T/Th 12:00-2:30pm

To make a zoom office hours appointment: email me at lhuaracha@carthage.edu to set up an appointment, then at the agreed time go to- <https://carthage-edu.zoom.us/j/94450916826>

Learning Outcomes

- 1) Through group critique students will complete a finalized, polished, (print and web) design portfolio containing 6-8 projects.
- 2) Students will effectively market themselves visually and socially.
- 3) Students will organize a creative, professional group show containing their work, thus demonstrating the skills to plan, market, and hang a show. This also one example of the class demonstrating the ability to work within a group dynamic.
- 4) Students will be able to demonstrate numerous creative brainstorming outlets to utilize concepts and show effective reasoning.
- 5) Students will be able to successfully present and sell their work (concept to completion) backing up their conclusions with solid research and data.
- 6) Students will be able to demonstrate effective interpersonal communication to be used in the workplace and during interviews.
- 7) Students will be able to identify and evaluate ethical dilemmas which occur in the professional arena.
- 8) Students will demonstrate the key skills needed to start and sustain their own freelance design business.
- 9) Students will demonstrate the writing skills needed to perform as a successful designer, including evaluating which audience you are writing to and finding common grammatical and typographic errors in work.
- 10) Students will be able up to date on current graphic design techniques, trends and trendsetters.

No excuses policy
(let's just start with
this)

In this class, at this level, there are **no excuses**. You either get the job done or you don't. We don't want to hear ANY excuses. If you didn't do the work for the day, you simply say, "*I didn't get the job done.*" Your final grade will be a reflection of the amount of times you say this, as we will be keeping track. Let's put it this way- if you find yourself saying it a lot, then plan on not graduating, as you will not pass this class, as you are not prepared to enter the workplace. Our job is to make sure you are prepared to enter the workplace. If you aren't, we have no problem keep you around for a bit more. In cases of emergencies with you or your immediate family provide documentation from

a doctor/lawyer/judge/priest. ONLY emergencies with you or your immediate family will be taken into consideration as not affecting your grade and will be considered on a case by case basis.

Course Description	<p>The Senior Seminar for Graphic Design Majors serves as a capstone experience for seniors and is aimed at preparing students for entry into professional practice after graduation. Main areas of interest will include ethical-professional-creative expectations for the practicing graphic designer, self promotion & portfolio development, and business & administrative concerns. Students will consider and reflect upon the insight of experienced material as well as for the formatting of their design portfolios, and will address issues related to running and managing a design business. Coursework will include written responses to assigned readings, practical exercises, design projects aimed toward portfolio development, and preparation for an exhibition of design work.</p> <p>Required items that might cost money: finished website with all your work, exhibition printing and display, business cards and resumes printed for your senior show. (costs vary, depending on where you print)</p> <p>Optional costs: it is optional to have a printed portfolio. Consider that costs will vary depending on your portfolio choice. A printed portfolio is OPTIONAL- There are options for you to make your own book, print a book online, or buy a case or screw post piece.</p>
Required text	<p>"How to be a graphic designer, without losing your soul" by Adrian Shaughnessy- you do not need to purchase them, it's free in the library</p>
Required events	<ol style="list-style-type: none">1. Senior show/Art Walk, May 14, 1-3pm2. Digital portfolio review, TBD by you3. Networking/ AIGA design talk, TBD by you4. Informational interviews, TBD by you
Recommended text	<ol style="list-style-type: none">1. Flaunt Portfolio book, http://www.underconsideration.com/flaunt/2. "DIY: Design it Yourself" by Ellen Lupton3. "Graphic Artists Guild Handbook : Pricing & Ethical Guidelines" (10th Edition)4. "Graphic Design Referenced" A visual guide to the language, applications, and history of graphic design by Bryony Gomez-Palacio and Armin Vit
Performance Objectives	<p>Students are expected to display a thoughtful consideration of course concepts through writing, studio camaraderie, projects, critiques, and discussions. Specific expectations include well composed written assignments, production of effective design solutions, active participation in class discussion, and timely submission of all assigned work. Outstanding performance in the</p>

course will be evidenced by the direct extension and creative application of all these areas onto considerations for portfolio preparation and other self-promotional materials.

Criteria for Evaluation Detailed rubric will be provided.

Typos Be aware that a typo on any of your work will automatically lower your grade for that project by 10%. If you present it to me for critique and it has an error AT ANY POINT, even in rough draft stage, you will lose points. This includes grammatical errors, capitalization errors, or any other typographical error that shows lack of time/dedication on your behalf. If you find an error I have made, and are the first to point it out to me, you will get extra credit towards participation, and I will hang my head in shame.

ATTENDANCE

If you are exhibiting any COVID symptoms

(<https://www.carthage.edu/carthage-covid-19/protocols/symptom-monitoring/>) or are quarantined- you can email me to attend our class

through zoom. If there are multiple days in a row of illness, you will have to provide documentation of illness. You will have to provide documentation of quarantine as well.

Whatever you do- do not come to class sick!

You are allowed three free absences from class (no excuses necessary or calling into zoom); more than three may negatively affect your final grade (unless you have documentation) and five absences is grounds for failure of the course. (unless you have documentation) Attendance at the final presentation is required.

Note: every two tardies to class = 1 absence. If you are tardy or absent during a quiz, you cannot take the quiz.

If it's an excused absence- as outlined below- you can retake the quiz during the next office hours, by making an appointment.

If absent: You are always responsible for knowing what happened in class and coming to the next class prepared. Even for excused absences you are responsible for information missed in class, including lecture notes,

homework assignments and handouts –and for submitting homework by the due date. If you miss a class, it is your responsibility to:

- 1) Check Schoology for daily class updates
- 2) Contact fellow students in class
- 2) Contact Laura

Zoom info- If ill and still able to call into class:

(You must email me first to alert me of this, then I will be prepared with the zoom on, and bring you in from the waiting room)

This is ONLY to be used if you are ill or quarantined or have an excused absences listed below, but can still access our class virtually.

Join Zoom Meeting

<https://carthage-edu.zoom.us/j/94450916826>

Meeting ID: 944 5091 6826

+13126266799,,94450916826# US (Chicago)

Examples of excused absences: If you know you must miss class due to outside college activities, please contact us before missing that class period.

- 1) ***Emergencies:*** In case of an emergency with you or your immediate family, provide doctor/lawyer/judge/priest documentation, just as you would at a job.
- 2) ***Interviews:*** If you have an internship or job interview, provide an email or proof you are going. If you have an interview for graduate school, provide an email or proof for that as well.
- 3) ***College-related sports:*** I must receive an email from you in addition to the group emails from coaches/teachers.
- 4) ***Conferences travel/ scholarship presentation:*** You may travel for a conference related to your major, this is a great thing! Just show me documentation you are doing this, if you are presenting work that is even better!

“COVID day”- when you are just having a day that is ruined by this virus. You can just say it’s a COVID day. You are allowed one COVID absence, as this virus sucks. Your work will also not be counted late that was due for the day. Again- one time pass.

COVID Classroom Usage

Required Protocol for using JAC 215

- 1) Effective mask is required covering mouth and nose.
- 2) Hand sanitize as you enter the classroom.

- 3) At the start of each class - sanitize your keyboard, mouse, and tabletop with a wipe and throw it away.

Due to the ongoing pandemic, Carthage College has adopted a policy requiring masks to be worn by all individuals in all campus buildings. Masks must be worn at all times in the classroom, laboratory, studio spaces, hallways, bathrooms, and during in-person meetings. The face-covering must conform to CDC guidelines and must cover both the nose and mouth at all times. Note that bandanas, neck gaiters, and masks with exhalation or external valves are not acceptable and are not sufficient for the protection of others or yourself. Acceptable masks tie behind the head or loop behind the ears, fit snugly over the nose and chin, and can include cloth masks, medical/surgical masks, and N95s or KN95s. Eating and/or drinking are prohibited while in the classroom (because those activities interfere with consistent mask-wearing).

NOTE: Any student who refuses to wear a mask or consistently forgets one will be asked to leave the class and not given an opportunity to make up missed work. The student will also be referred to the Dean and may receive an official charge and student conduct hearing for repeated offenses, resulting in fines, points, or removal from class.

- **Stay Safe Guidelines:** www.carthage.edu/carthage-covid-19/stay-safe-carthage
- **Campus Mask Mandate:** www.carthage.edu/carthage-covid-19/protocols/face-coverings

All Carthage students, faculty, and staff are required to be fully vaccinated by Sept. 15 or have an exemption on file.

All unvaccinated students, faculty, and staff will be required to participate in COVID-19 testing at least once per week. Unvaccinated student-athletes will be required to participate in more frequent testing, as much as three times per week.

DIGITAL ETIQUETTE POLICY

There are massive computers in front of you and vibrating cell phones in your pockets. Only touch them when I ask you to. Pretty much, no use of your phone or Internet for outside class items during class. Just pretend those things don't exist, unless we are talking about it in class.

In order to facilitate the learning of all students in the classroom, the CDM faculty expects common courtesy and minimization of distractions during all sessions. The following policy, will be applied by all CDM faculty:

- 1) Cell phone use of any kind, including texting, is not allowed and will not be tolerated. The only exception to the rule is if there is a personal emergency ***that you discuss with Laura before class***, to have your phone on vibrate during class.
- 2) The use of laptop computers is allowed for this particular class, unless you are found to be working on something else during class time. Then you automatically lose laptop privileges.
- 3) Students are expected to focus their attention on the discussion or project at hand, and will not use the computers for personal/social purposes during class time.

Consequences: If you are caught using any computer inappropriately (ie facebook,etc) or texting during class you will:

- a) be asked to leave class for the day
- b) be counted as absent, counting towards your overall absent total
- c) your total participation grade *for the semester* will automatically be lowered 25%

LEARNING NEEDS

Carthage College strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers due to your disability (including mental health, learning disorders and chronic medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, you also need to register with Diane Schowalter in Learning Accessibility Services (dschowalter1@carthage.edu).

The Health and Counseling Center (HCC)

The Health and Counseling Center (HCC) supports students by addressing physical, mental, and emotional well-being. All services are free and confidential and are available to currently enrolled, full-time undergraduate students. Health services include the assessment and treatment of minor illness and injury. Diagnostic testing, complimentary over-the-counter medications, and referrals to off-campus providers are all available. Our licensed counselors help students with challenges that can be resolved with short-term, solution-focused counseling. Some topics discussed during counseling include depression and anxiety, traumatic experiences, gender and sexuality, relationship concerns, stress management, and academic challenges. More details - including info about appointments - can be found at carthage.edu/health-counseling.

[Uwill](http://uwill.com) is a free teletherapy platform for Carthage students. Uwill connects students with licensed therapists from all 50 states. Support is available in a variety of formats -- video, chat, messaging, or phone. Counselors are available nights, weekends, and during holidays. Access is quick and easy: app.uwill.com.