

Guided Independent Study Syllabus: Design | Publishing for Print and Screen

ART 4493 (3-3) | By Arrangement | Malone 132

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Course Description:

Guided Independent Study is an opportunity for students to progress further in an area of study, a process, a topic or medium that not otherwise available through the current curriculum. This course, although supervised, by a faculty member, is predominantly left up to the student to meet all expected outcomes to the satisfaction of the overseeing instructor.

What this Guided Independent Study is about:

This course will challenge the student to study and explore various software applications and design theories and processes that relate to print and screen publication design.

What you should expect to do:

It is expected that the students will work on “real world” projects for a major communications firm (in this instance—MindShare Interaction, *AdWeek Media Agency of the Year 2003,4*) in London, England. Student will produce presentation graphics for MindShare with the commitment to forward preliminary and finished comps to instructor for evaluation and discussion. Student will also be given various tasks or assignments by the instructor as necessary to cover appropriate course content to be considered equivalent to ART3328 Paper/Screen (pre-press, print production, typography, terminology, etc.).

About the instructor:

The instructor, Jerry R. Johnson, M.Ed., M.F.A., is chairman of the Department of Art and Design at TROY and has previously taught design at both Oklahoma State University and Southern Arkansas University where he was also the chairman of the Department of Art for nine years. Although his educational background is in art education, graphic design and illustration, he has exhibited his analog and digital works of fine art in national and international juried exhibitions. Outside of managing a growing academic department, Johnson continues to provide consulting work for assorted clients in industry as well as speak at national and international conferences on topics related to design education, industry and intercultural communications. His design work is noted in *American Corporate Identity 6* as exemplar of excellence in corporate identity. He has also won numerous Gold and Silver ADDY Awards from the advertising community and recently served as President of the Montgomery Advertising Federation.

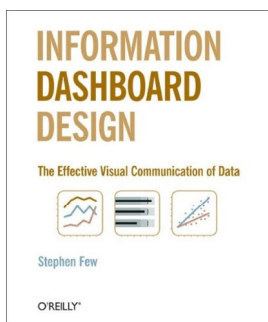
What you will turn in to instructor

- A 10-page report regarding your discoveries in the area of visual communications as it relates to corporate presentation graphics for both print and screen. This report should reflect some understanding of content from the required readings (books). This paper should be written in APA format (<http://www.docstyles.com/apacrib.htm>). Instructor will announce deadline. (20% of grade)
- Various written assignments or other tasks given by instructor. These will be determined according to the evidence presented by the student working for MindShare (may be worksheets, reports, quizzes, or other assignments or tasks). (20% of grade)

- Student will conduct interviews with the Creative Director and/or Art Director (or equivalent) at MindShare to gain further insight into the necessary design and cognitive skills relevant to being a designer in this media agency. (20% of grade)
- Student will turn in a portfolio (can be electronic or hardcopy but must be completed towards semester's end) This portfolio should reflect all research and work done a it relates to the students Independent Study proposal. The final portfolio will be evaluated according to craftsmanship, accuracy and care worthy of the profession. (40% of grade)

PREREQUISITES: Student must either have completed a minimum of 15 hours in their approved academic art major or have permission from the Department Chairman.

REQUIRED TEXTBOOKS: You are required to attain and read the following books (2) as supportive materials in your research. Your readings should be evidenced in your required reports and other.
INFORMATION DASHBOARD DESIGN by Stephen Few and **TYPOGRAPHY WORKBOOK: A Real-World Guide to Using Type in Graphic Design** by Timothy Samara.



The above books can be found new and used for reasonable prices. Additionally, there may be other supplemental reading required by instructor.

GRADING/ATTENDANCE POLICY: Class attendance is EXPECTED and is a strong determinant of your success in this course. Absences beyond two (2) will lower the final grade by one-half letter grade per absence. Absenteeism includes late arrivals and unexcused, early departures (2 of these = one absence). Any late competency project will result in an automatic grade reduction and any subsequently delinquent projects will receive compounded grade reductions.

Grade reductions are completely at the discretion of the instructor. [Attendance to this particular section of Guided Independent Study is on arrangement basis. Student and instructor will meet on a TBA schedule.](#)

- Letter grade designations:
- A = (100-90) Truly, extraordinary!**
Professional caliber, work that achieves excellence in most, if not all, specified criteria.
 - B = (89-80) Outstanding.**
Professional quality, above average in most specified criteria.
 - C = (79-70) Average.**
Acceptable, meets criteria but does not attain exceptional standards in some or all categories.
 - D = (69-60) Poor.**
 - F = (59 and below) Failure.**

INCOMPLETE GRADES: If for some reason a student is unable to complete the required coursework or attend classes due to come extenuating circumstances, the student may request an academic withdrawal from the University OR the student may petition for an "INC" grade. However, our departmental policy is that a student must have completed at least 80% of the coursework up to that point to make such a petition. Otherwise, an academic withdrawal through University Records is the recommended course of action.

AMERICANS WITH DISABILITIES ACT: Any student whose disabilities fall within the ADA must inform the instructor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements of the course.