



4300



GRAPHIC DESIGN 4

ROOM: STUDIO 406

SECTION A TUE+THU 2:25 PM - 5:05 PM

INSTRUCTOR: ASSISTANT PROF. SUE LEO

OFFICE: BISHOP FINK HALL, RM #404

✉ SLEO@BENEDICTINE.EDU

🕒 OFFICE HRS: WALK IN OR BY APPOINTMENT

OPTIONAL SUPPLIES

External Drive (HIGHLY RECOMMENDED)

REQUIRED

Notebook or Sketchbook

TEACHING METHOD

This is a studio class format. Studio classes work best in 2-3 hour blocks. Lectures and demos are conducted at the beginning of class — **be on time as they won't be repeated if you miss them**. Activities are hands-on and emphasize experiential learning based upon successful execution of projects (see Grading Rubric on page 2). It is the student's responsibility for learning the subject matter. **Expect to invest additional hours outside of this class to create work that satisfies the project objectives and meet deadlines** — most assignments require time to complete outside scheduled class hours. Class activities build in a logical progression and provide intellectual growth, visual and verbal acuity, skill building in materials use, management and craftsmanship.

*"What you are is God's gift to you
what you become is your gift
to God."*

— Hans Urs von Balthasar, Prayer

**Assignments + Tutorials + Resources
can be found under the Graphic Design 4
Course on my teaching site at:**

<https://www.virtuartcity.com>

COURSE DESCRIPTION

This course is an advanced study of design principles and theory introduced in ART-2300, Graphic Design 1. In addition to working with printed materials, students will explore multimedia and web design. Graphic design skills for branding from product inception to the hands of the consumer will be explored. Prerequisite: ART-2300.

LEARNING GOALS & OBJECTIVES

- Students in this class level focus on aspects of graphic design that they want to delve into in more depth, or in areas to round-out their portfolio.
- Students continue to strengthen design process skills by exploring the dynamics of image content and meaning, composition, color, scale, cropping, manipulation, and the integration of imagery with typography.
- Illustrate methods of visual organization and form analysis.
- Design professional quality graphic symbols and translations
- Use critical thinking and creative approaches to problem solving to create intentional, responsible and ethical design.
- Apply effective and efficient processes of working.
- Apply appropriate levels of craftsmanship and technology.
- Further develop and refine concept / idea generation skills at a higher level than in Graphic Design 3
- Increase visual acuity and demonstrate a command of design terminology and principles along with confidence in presenting work and execution of aesthetically dynamic and effective design collaterals for a range of applications including but no limited to emerging software, technologies and applications in digital and physical spaces.
- To demonstrate a love and enthusiasm for the creative problem solving process, from research, brainstorming, ideation, development, testing, feedback, and continual improvement of visual solutions.

**ALWAYS CONTACT THE PROFESSOR
IF YOU HAVE TO MISS CLASS.**

GRAPHIC DESIGN 4

PERFORMANCE

RUBRIC	NEEDS WORK	NOVICE	DEVELOPING	PROFICIENT	ADVANCED
USE OF TIME	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STUDENT ENGAGEMENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ATTENDANCE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCURACY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QUALITY OF WORK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TYPOGRAPHY STRENGTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IMAGERY STRENGTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TECHNICAL SKILLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DESIGN TERMINOLOGY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ARTICULATES DESIGN WELL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COLLABORATION WITH OTHERS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OPENNESS TO CORRECTION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SOLICITS FEEDBACK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

KEY + DEFINITIONS

NEEDS WORK	NOVICE	DEVELOPING	PROFICIENT	ADVANCED
A limited effort to understand and practice skills: below basic expectations for this course.	A beginning understanding of knowledge and skills:	A developing mastery of knowledge and skills. Inconsistent performance at times, mastery emerges with more practice and study.	A solid consistent performance; demonstrated competency of knowledge and skills.	An outstanding, consistent performance; beyond expectations, and requirements.

TIME ALLOCATION PER PROJECT

Each week students have nearly two hours of studio time per class on non-lecture days that adds up to roughly six hours of studio time per week. Most projects take from 10–25 hours to complete, depending upon the student's proficiency with software and how quickly they can develop concepts and then execute them. Each project in this graphic design course includes components that include but are not limited to research, inspiration, ideation, choice of typography, color schemes, image style, comps, copywriting, prototype design, first drafts, proofing, in-class reviews, edits, design refinement, print production, review of final print-ready files. Student also are expected to prepare presentation of the work. New Projects are introduced in the beginning of class and may include a lecture, handout of the project specifications, student examples and QandA. This can take up to an hour or more depending upon the project and whether any software demo is required.

Grading Scale

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Percent	100-92	90-91	89-88	87-82	81-80	79-78	77-72	71-70	69-68	67-62	<60

Benedictine College complies with federal law requiring reasonable accommodations for individuals with documented disabilities that may affect their performance in a class or otherwise affect the individual's ability to enjoy the programs and services offered by the College. If a student requests an accommodation from a faculty member, the faculty member should direct the student to contact the Director of Disability Services at 913-360-7517.

Midterm Grades

Midterm grades are for preliminary assessment should not be interpreted as a formal grade, but rather as an indication of the student's progress. At midterm, student should be meeting the basic requirements at minimum in the class which is a C. Midterm grades are advisory and do not appear on the student's permanent record.

The instructor will not discuss grades during class time or over email. If you need to discuss your grade status, the student is required to initiate an office appointment.

ATTENDANCE IS TAKEN THE BEGINNING OF EACH CLASS.

ATTENDANCE IS PART OF YOUR GRADE.

According to the course catalog, it is presumed that students attend every session of courses in which they are registered in order that mastery of subject matter may be assisted by the instructor's leadership, class discussion and/or class projects, and so that they may contribute to the intellectual exchange that is appropriate to the class. The college's mission of education within a community of faith and scholarship makes class attendance a particular priority. However, it is recognized that in some cases absence is unavoidable.



ART 4300- A

GRAPHIC DESIGN 4

TH 2:25-5:05 PM

ROOM 407

2023 SPRING

ASSISTANT PROFESSOR SUE LEO

1		2		3		4	
1.11 NO CLASS	.2 Adobe XD Tutorials UI/UX	2.12 Concept DUE	.2	3.13 Wireframe DUE	.2	4.14	.2
T J10	R J12	T J17	R J19	T J24	R J26	T J31	R F02
5		6		7		8	
5.15	.2	6.16	.2	7.17	.2	8.18 MIDTERMS	.2
T F07	R F09	T F14	R F16	T F21	R F23	T F28	R M02
9		10		11		12	
9.19 NO CLAS	.2 NO CLAS	10.1	10.2	11.1	11.2	12.1	12.2
SPRING BREK		INFOGRAPHIC					
T M07	R M09	T M14	R M16	T M21	R M23	T M28	R M30
13		14		15		16	
13.1	13.2 EASTER BREAK	14.1	14.2	15.1	15.2	16.1	16.2
FINAL PROJECT							
T A04	R A06	T A11	R A13	T A18	R A20	T A25	R A27
17							
17.1							
T M02							

FINAL
FINAL: TUESDAY
MAY 9TH
10:00 - 11:50 PM

UI/UX
SELF-PROMOTIONAL MAILER
INFOGRAPHIC
SOCIAL MEDIA ADS
WAY FINDING

Note: This is a tentative and working schedule and is subject to changes, additions and modifications.