Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Architecture, Design and Construction
   Department: Department of Industrial and Graphic Design

2. Course Prefix and Number: GDES 4970
   3. Effective Term: Fall 2012

4. Course Title: Special Topics in Graphic Design
   Abbreviated Title (30 characters or less): Special Topics in GDES

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   Current Course Number: 
   Proposed Course Number: 
   Type of Revision: credit hours

6. Course Credit:
   Contact/Group Hours: 8
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study): 4 studio
   Weekly or Per Term?: weekly
   Credit Hours: 4
   Anticipated Enrollment: 15
   Total Credit Hours: 4

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   P: GDES 2230 and 3710.

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Specific course topics developed by instructor.

11. May Count Either: Program Type or Program Title
    (Indicate if this particular course cannot be counted for credit in addition to another)
    Program Type: 
    Program Title: GDES
    Requirement or Elective?: elective

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    BFA
    GDES

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification: To standardize credit hours offered in GDES studio courses and to satisfy the NASAD accreditation expectation for percentage of studio credit hours in graphic design.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: N/A

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met; referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes: To be determined by instructor and dependent on the nature of the topic.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline: To be determined by instructor and dependent on the nature of the topic.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects: To be determined by instructor and dependent on the nature of the topic.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale: Evaluation

Each assignment will be graded individually. The final grade will be an average of project grades plus consideration for attendance, professionalism, presentation and craftsmanship.

Projects will be evaluated according to the following criteria:
1. Development and execution of individual projects according to specified requirements.
2. Ability to conceptualize and apply processes to new techniques.
3. Ability to visualize and execute concepts effectively.
4. Class participation.
5. Craftsmanship.
6. Professionalism.

Grading
F: Little or no work completed; late work.
D: Lack of concept, poor visual development, poor craft, inadequate preliminary work.
C: Average work. Adequately fulfills requirements. Ordinary concept and/or visual execution; minimal attention to craft; minimal preliminary work.
B: Above average work resulting from good concept, visual development and craft; care is taken at all stages of the design process. This grade may be given if concept and effort are strong but final product falls short of ambition.
A: Unusual and superior work that demonstrates excellence in concept, visual execution and craft. Care is taken at all stages of the design process.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Include below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)
POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 128B Haley Center, 844-2096 (V/TTY).
DesignConsortium  
GDES 4970: Spring 2012; 3:30-5:20 pm MWF  
4 credit hours  
Professor Heck: office 240 Wallace Hall | heckdon@auburn.edu | 844-3386  
11:00-11:45 MTWHF office hours and by appointment sign-up  

course objectives  
• to develop an awareness of professional design for specific clients  
• to assemble a portfolio of printed/web related work that displays professionalism in  
terms of visual problem solving, concept development, and craft/presentation  
for real clients  
• to assist the visual continuity and effective informational hierarchy in various  
design projects  
• to further develop personal methodologies that aid in creative problem solving  

prerequisites  
GDES majors (must have completed GDES 2210 and GDES 2220), Junior/Senior in standing  
• 4 credit hours  
description  
The course will revolve around actual print design and/or web design opportunities on campus  
with instruction/art direction from the instructor. The design work will be for various departments and  
professional program offices across the University. There will be a range of work for execution  
including awards/dinner invitations, brochure design, postcard design, cover design, mass transit  
design, banners, magazine design, web design/development, etc. Students will work individually  
and in groups throughout the semester.  

required texts  
• Geometry of Design: Studies in Proportion and Composition (Paperback) by Kimberly Elam  
• Making and Breaking the Grid, Timothy Samara  
• COLOR: messages and meanings book", by Leatrice Eiseman  
• Photoshop CS4 or CS5 for Macintosh, Weinmann, Lourekas (available at J&M)  
• Illustrator CS4 or CS5 Visual Quick Start Guide  
• InDesign CS4 or CS5 Visual Quick Start Guide  

attendance  
• Attendance in visual design studio is essential to derive the full benefit of instruction. Therefore, it will be the  
policy of this class to allow a maximum of three absences (excused or unexcused) for the term. Any further  
absence will result in the reduction of your final average by one letter grade per additional absence.  
• Three lates count as one absence, as does arriving for class unprepared.  
• In case of an emergency, effort will be made to accommodate student needs; however, it is the student’s  
responsibility to provide appropriate communication and documentation, and to complete all coursework on  
time, regardless of absences.  
• You are expected to come to class prepared and you may be allowed to work in class.  

E-mail  
heckdon@auburn.edu  
I will respond to e-mail within two days, if possible. I may respond in person. I am always available via office hour  
appointments. Please use the provided sign up sheet outside my office door at least 24 hours in advance.  

Academic Honesty Policy  
All portions of the Auburn University student academic honesty code (Title XII) found in the Auburn University Student  
Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code  
of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.  

Students with Disabilities:  
Students who need special accommodations in class, as provided for by the American Disabilities Act,  
should arrange a confidential meeting with the instructor during office hours the first week of classes – or  
as soon as possible if accommodations are needed immediately. You must bring a copy of your  
Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms  
but need accommodations, make an appointment with the Program for Students with Disabilities,  
1244 Haley Center, 844-2096."  

Exams/Quizzes  
There will be no exams in this course.  

Grades  
I will grade each project with the same weighted outcome using the grading scale below.  
I will grade each project, quiz, or exam with the same weighted outcome using the grading scale below.  
Grading scale:  
A = 100 - 90  
B = 89 - 80  
C = 79 - 70  
D = 69 - 60  
F = 59 and below  
Averaging the total number of grades to reach the final grade.  

grade definitions  
F Little or no work completed. Late work.  
D Lack of concept, poor visual development, poor craftsmanship, inadequate investment in  
preliminary work.
C Average work. Adequately fulfills the requirements of the assignment. Ordinary concept and/or visual execution, minimal attention to craftsmanship, minimal investment in preliminary work.

B Above average work that is the result of good concept development, good visual development, and good craftsmanship. Care is taken at all stages of the design process. This grade may be given if the concept and effort are strong, but the final product falls short of ambition.

A Unusual and superior work that demonstrates excellent concept development, visual execution, and craftsmanship. Care is taken at all stages of the design process.

Averaging the total number of grades to reach the final grade.

deadlines
A deadline will be set for each assignment. To receive a passing grade, the assignment must be complete at the time of the critique (including presentation). Any project not complying with the deadline will receive a grade of "F". (Personal absence will not excuse one's work from a deadline. Again, if you are sick or absent the day of a critique, your project must be turned in even if you don't attend the critique.)

final portfolio
You will submit a final portfolio on the next to last day of class that consists of all projects completed for the course.

notebook
The notebook should be complete, well organized, and able to function as a resource for future use. The notebook will contain the following:

a. technical notes and handouts
b. assignment notes: in class as well as out of class research (images and analysis)
c. critique notes
d. unmounted prints with notes addressing problems / thinking processes / computer processes

projects calendar
Two projects will be assigned for the course:

WEEKS 1-8
1. Auburn University Journal for Undergraduate Studies—“AUJUS”—developing the initial design/layout/grid system and form a more consistent visual identity for the journal.
   • The initial publication will be 52 to 56 pages in length.
   • You will work individually and in groups
   • The class will be responsible for many facets of the publication process—working within a tight deadline, working with printers, and working with the Associate Provost for Undergraduate Research.
   • You will develop a grid system for the journal.
   • You will develop Table of Contents page designs, From the Editor page designs, Featured Interviews page designs, and much more.
   • You will have the opportunity to develop information graphics for the above mentioned.
   • This project has a due date to the printer of February 22.

WEEKS 9-15
2. INDD Second Year Majors textbook design—developing a design/layout/grid system and form a more consistent visual identity.
   • The initial publication will be 104 to 108 pages in length.
   • You will work individually and in groups
   • The class will be responsible for many facets of the publication process—working within a tight deadline, working with printers, and working with the INDD 2nd Year faculty – Prof. Chris Arnold, Prof. Shea Tillman, and Prof. Randall Bartlett.
   • You will develop a grid system for the projects and related imagery.
   • Each project will be critiqued and evaluated by the instructor with input from the client.
   • Individual project grades will be evaluated as follows: technical execution, conceptual execution, ability to work within the time constraints, presentation skills, and, critique participation.