



DESIGN CENTER

FINA-S305 | Tue & Thu | 1:15 P.M. – 4:15 P.M. | KV 203
 FALL 2019 | FINE ARTS, SCHOOL OF ARTS & LETTERS, IU SOUTHEAST

<p>Faculty Information</p>	<p>Dr. Kok Cheow Yeoh Graphic Design Area Head yeoh.com yeohk@ius.edu Tel: (812) 941-2413 Office: KV110W Office hours: Tuesdays and Thursdays 10 a.m. – 12 noon or by appointment Facebook.com/IUSGraphicdesign Instagram.com/IUSgraphicdesign</p>
<p>General Course Description</p>	<p>Design Center is a student-staffed graphic design internship program dedicated to in-house design projects for Indiana University Southeast schools and programs as-well-as regional nonprofits. It is the objective of the Design Center to equip students with real world experience in dealing with client-focused graphic design. This is accomplished through faculty mentoring, direct client interactions, and collaborative team projects.</p>
<p>Course Objectives</p>	<ul style="list-style-type: none"> ▪ To equip students with real world experience in dealing with client-focused graphic design where the solution is about a pragmatic solution rather than personal artistic expression. ▪ To develop knowledge about how design agency functions with assigned job responsibilities that require multi-tasking; ▪ To develop self-determination and confidence in preparing students for the field of graphic design.
<p>Online References</p>	<p>Stock photography/visuals Unsplash, Photos for everyone: http://www.unsplash.com Pixabay, free high quality images: https://pixabay.com Library of Congress: https://www.loc.gov/ Getty Images: http://www.gettyimages.com/ iStock by Getty Images: http://www.istockphoto.com/</p> <p>Mockup Graphic Burger: https://graphicburger.com Graphicpear: https://www.graphicpear.com/fonts/ Mockupworld: https://www.mockupworld.co/all-mockups/ Pixaden: https://www.pixeden.com/icons-set</p> <p>Type sources Free vector: http://all-free-download.com/font/ Émigré Fonts: www.emigre.com Learn about fonts & typography: https://www.fonts.com/content/learning Movie fonts: https://www.linotype.com/7903/current-movie-fonts.html Fonts by Hoefler & Co.: www.typography.com</p>
<p>Attendance</p>	<p>Attendance will be recorded at the beginning of the class. In order to be recorded as present: You must come to class: on time, prepared with materials, and stay for the entire period. The</p>

professor will tolerate up to two absences and three tardy or early departure. Three tardy constitute one absence.

The penalty for tardiness and absences are as follows:

3rd absences = A ^{1/3} letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-') [one drop]

4th absences = A ^{2/3} letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+') [two drops]

5th absences = A full letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B') [3 drops]

6th absences = A ^{1 1/3} letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' and finally 'B-') [4 drops]

7th absences = A ^{1 2/3} letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' then 'B-' and finally 'C+') [5 drops]

8th absences equal an automatic failure of the course.

- **Stealthily showing up late without notifying the professor may or may not constitute your presence to be recorded.** If you expect an interruption in your schedule, notify the professor in advance. A doctor's note or a note from your employer will be considered a legitimate reason to be late or missing from class.
- Sending a notification email or an employer/doctor's note does not exempt you from your obligations.
- Despite having the legitimate notes, you are still considered to have missed the class. However, it may be considered for "buying" you extra time for a renegotiated due date. Turning in your project in absentia is not acceptable.
- It is your responsibility to find out what you have missed. The professor is not obligated to repeat the delivery of course materials as missed information can be obtained from your classmates.
- At the end of class, the room must be returned to order before you leave.

Assessment Components

You are expected to take on multiple assigned roles to handle and complete tasks for (min) three to (max) five clients (depending on the workload or job description). As a rule of thumb, the three areas below are used as measurements to contribute towards the passing or failing of the course. A separate grade sheet which will be graded per project is used to tally your final numerical/letter grade.

Handling of Tasks (30%):	Work-related Contexts (50%):	Etc (20%):
<ul style="list-style-type: none"> • Communicating with persons outside organization • Communicating with Supervisors, Peers, or Subordinates • Coordinating or collaborating 	<ul style="list-style-type: none"> • Professionalism • Quality of Work • Quantity of Work • Work Habits • Comprehension • Reliability • Attitude toward Work • Dependability • Initiative • Leadership 	<ul style="list-style-type: none"> • People Skill • Brownie Points

Design Center Rules

- This is a GRADED class. Engage in at least 4 projects for the semester. 6 absences = Fail from the course.
 - You're training to be a professional... so think and act like one.
 - Treat the professor, clients, and everyone else with respect.
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- Do not jeopardize the relationship between DC and its stakeholders or damage the reputation of DC. Doing so beyond the rate of acceptability will earn you a failing grade.
- If you can't be on time, be early. 15 minutes or less of tardiness gets you one absence.
- Communication is key. Be mindful of your speech. Always copy the professor when necessary in your communication unless told otherwise.
- Presumptions (based on probability) and assumptions (w/o evidence) are the mother of all botches. Whenever in doubt, ask.

Work Flow



Fine Arts
Grievance
Policy

If you have any issues or concerns pertaining to this course, you must discuss it with the instructor first. If you are unable to reach a resolution, you may then contact the Area Head. If the issue remains unresolved, contact the Fine Arts Coordinator before taking the matter further to the Dean of the School of Arts and Letters.

Assigned Role
Job
Description
(Title)

PROJECT LEADER	
Responsibilities	Attributes/Skills
<ul style="list-style-type: none"> - Report to Design Director - A liaison between client and senior graphic designer - Principal person in charge of client relationship - Maintain contact with client - Establish deadline with client for achieving project completion - Responsible for keeping project on schedule - Accountable for keeping deadlines including client signing off upon completion of project - Responsible in updating internal systems in a timely fashion to ensure pertinent information is captured for future access 	<ul style="list-style-type: none"> - Client-focused - Leadership - Strong communication skills to articulate ideas and gain stakeholder approval on design - Excellent time management skills - Adapt to changing priorities and direction in a multi-tasked work environment - Able to work on multiple projects simultaneously while adhering to timeline constraints and budget (if applicable)

SENIOR GRAPHIC DESIGNER	
Responsibilities	Attributes/Skills
<ul style="list-style-type: none"> - Report to Design Director - Assign specific tasks to graphic designers such as research, layout, design, editing, etc. - Assist the Design Director to maintain a project's look and style of art elements - Participate in meetings with clients and others to exchange information - Provide updates to project leader and Design Director - Leader of a design team to establish project deliverables which includes graphics/photo/video/web, etc. - Manage graphic designer(s) - Principal person in charge of a project's front end, back end, and uptime presence (for web design) 	<ul style="list-style-type: none"> - Conducts him/herself professionally - Demonstrates leadership abilities - Takes initiatives w/o being told - Organized, detail-oriented - Dependable, reliable - The ability to work under minimal supervision - Works effectively and efficiently; tasks done in a timely manner; handles multiple tasks - Ability to exercise good judgment when interpreting instructions and to identify the strengths and weaknesses of alternative solutions - Insatiably curious and takes initiative to learn new trends and industry software, techniques and next practices in the field of graphic arts - Proficiency with design programs of Adobe Creative Cloud

JUNIOR GRAPHIC DESIGNER	
Responsibilities	Attributes/Skills
<ul style="list-style-type: none"> - Work with senior graphic designer to assist in the design and development of layouts for marketing materials, using appealing graphics - Document each project accordingly. 	<ul style="list-style-type: none"> - Enthusiastic and willing to perform duties and tasks - Seeks to/Understands the assigned duties and tasks - Proactive - Well-organized

	<ul style="list-style-type: none"> - Where necessary, provide images (as photographer), graphics (illustrator, graphic artist), text (copywriter), and other information for project involved - Research information regarding client(s) - Part of a team to establish project deliverables which includes graphics/photo/video/web, etc. 	<ul style="list-style-type: none"> - Organized - Sufficiency with design programs of Adobe Creative Cloud - Able to multi-task and work independently - Punctual and reliable in attendance; completes assigned duties and tasks - Interacts well with others in the office; Being proactive; Exhibiting high levels of engagements
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Plagiarism and Academic Integrity in Fine Arts

There is absolutely no tolerance for plagiarism in any form in this class. While source material can be used, any instance of passing off someone else's work as your own will result in a grade of (F) for the semester, as well as possible probation or expulsion from both the department and also the School of Arts and Letters. NO EXCEPTIONS! Design Center encourages teamwork and collaboration but not theft. In addition to risking your own education, incorporating plagiarized work into a client's project jeopardizes their organization.

Plagiarism and Academic Integrity in Fine Arts

In each Fine Arts area, there are specific ways for students to appropriately acknowledge the role of others' words, images, concepts, or ideas in their projects and coursework. Familiarize yourself with the IU Cheating and Plagiarism policy [here](#), and talk with your course instructor about best practices to responsibly use and credit sources

IU Cheating and Plagiarism policy here - <https://policies.iu.edu/policies/aca-72-cheating-plagiarism/index.html>

IUS academic dishonesty

The Student Code of Conduct prohibits activities and prescribes penalties for academic dishonesty. According to Indiana University Southeast Policy, adopted by the President's Cabinet and printed in the IUS Student Handbook, students found guilty of any form of academic dishonesty, including (but not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion, may receive an F on the project and/or an F in their course(s) from the instructor and may be suspended from the university by the administrative action. Furthermore (where applicable):

- The work you submit for assessment in this course must be your own individual work (or of your group, if applicable).
- Works from other classes may not be turned in as a substitute. If violated, you may receive an F for the project.
- Submission in absentia is prohibited without prior arrangements. If violated, you may receive an F for the project.
- It is your responsibility to familiarize yourself with university and school policies and to uphold the values of academic integrity such as the Standards of Excellence for Fine Arts Students.

More about cheating and plagiarism here: <https://policies.iu.edu/policies/aca-72-cheating-plagiarism/index.html>

BFA Critique

BFA requirements (for BFA students only):

With the new BFA critique system, your group will have four meetings for critiques. You are required to attend to 3/4 of these meetings. Any additional absences will count towards an absence in this course.

- Students actively contribute to critiques and class discussions by offering thoughtful perspectives and constructive criticism.

Professional-ism: Standards of excellence for Fine Arts students

- Students demonstrate curiosity and enthusiasm for the discipline and subject matter of study.
- Students are willing and active learners and researchers who seek information for building context and content for artistic practice, and engage in scholarly discourse relating to the discipline.
- Students are committed to continuous self-evaluation and personal improvement.
- Students respond analytically and proactively to assessments given by faculty, advisors, or others by making changes to address legitimate concerns.
- Students actively solicit feedback for purposes of making quality improvements to work and practice.

Student with Disabilities

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243) or email (mtspring@ius.edu) early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at: <https://www.ius.edu/disability-services/>

Photo, Video, and Audio Consent and Release Form

IU Communications

(812) 855 - 5121 communications.iu.edu

I have received, read and agree to abide by the terms and condition of the Syllabus for FINA S305 Design Center as well as the Fine Arts Disposition Code (FADC). I, the undersigned, also acknowledge that information related to the course requirements have been explained by the professor and I understand that it is my responsibilities as a student to meet the requirements outlined and will accept the consequences if my choices and actions lead to the final consequences or outcome.

I authorize The Trustees of Indiana University ("IU"), acting through its agents, employees, or representatives, to take photographs, video recordings, and/or audio recordings of me, including my name, my image, my likeness, my performance, and/or my voice ("Recordings"). I also grant IU an unlimited right to reproduce, use, exhibit, display, perform, broadcast, create derivative works from, and distribute the recordings in any manner or media now existing or hereafter developed, in perpetuity, throughout the world. I agree that the Recordings may be used by IU, including its assigns and transferees, for any purpose, including but not limited to, marketing, advertising, publicity, or other promotional purposes. I agree that IU will have final editorial authority over the use of the Recordings, and I waive any right to inspect or approve any future use of the Recordings. I acknowledge that I am not expecting to receive compensation for participating in the Recordings or IU's future use of the Recordings.

I have read the entire Consent and Release Form, I fully understand it, and I agree to be bound by it. I represent and certify that my true age is at least 18 years old, or, if I am under 18 years old on this date, my parent or legal guardian has also signed below.

Location of Recordings:

Date (s) of Recordings

Participant signature:

Date: / /

Participant's Printed Name:

Address:

City:

State:

Zip

Phone:

Email:

If participant is under 18 years old, then his/her parent or guardian must sign below.

Parent/Guardian's signature:

Date: / /

Parent/Guardian's Printed Name: