



# DESIGN CENTER

FINA-S305 | Tue & Thu | 1:15 P.M. – 4:15 P.M. | KV 203

FALL 2018 | FINE ARTS DEPARTMENT, SCHOOL OF ARTS & LETTERS, INDIANA UNIVERSITY SOUTHEAST

Faculty Information	<p><b>Dr. Kok Cheow Yeoh</b>  Assistant Professor of Fine Arts and Graphic Design Area Head  <a href="http://yeoh.com">yeoh.com</a>   <a href="mailto:yeohk@ius.edu">yeohk@ius.edu</a>   Tel: (812) 941-2413   Office: KV110W  Office hours: Tuesdays and Thursdays 10 a.m. – 12 noon or by appointment  <a href="https://www.facebook.com/IUSGraphicdesign">Facebook.com/IUSGraphicdesign</a> <a href="https://www.instagram.com/IUSgraphicdesign">Instagram.com/IUSgraphicdesign</a></p>
General Course Description	<p>Class will always meet in KV203 unless otherwise stated.</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>
Course Objectives	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ To develop knowledge about how design agency functions with assigned job responsibilities that require multi-tasking;</li> <li>▪ To develop self-determination and confidence in preparing students for the field of graphic design.</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• USB jump drive/External hard drive at least 16 Gig;</li> <li>• IU BOX and DropBox account</li> <li>• MacBook Pro, MacBook Air, iMac or PC.</li> <li>• Digital Camera</li> <li>• Wacom tablet</li> </ul>
Attendance	<ul style="list-style-type: none"> <li>• Attendance will be taken each day; In order to be recorded as present: You must come to class: on time, prepared with materials, and stay for the entire period. <b>The professor will tolerate up to two absences and three tardy or early departure. Three tardy constitute one absence.</b></li> <li>• 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.</li> <li>• Sending a notification email or an employer/doctor's note does not exempt you from your obligations.</li> <li>• 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.</li> </ul>

- It is then 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

Due to technicalities, this course is, for the time being, is graded. 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.

<b>Professionalism:</b>	<b>Performance:</b>	<b>Results:</b>
Time management Organization Implementation of feedback Prompt and honest communication Problem solving Decision making judgement Delivery of the assigned role(s) Delivery of completion on schedule	Analytical skills Leadership/Pro-activeness Attendance Class participation Class preparedness Project involvement Willingness to take on tasks Meeting of deadlines	Overall quality of professionalism Overall quality of performance Overall delivery of performance Design Director assessment Client assessment

Design Center requires a higher level of professionalism than most classes. Your attendance, punctuality, work ethic, collaboration skills and regard for deadlines are a necessity.

- Be on time to class.
- Don't leave class early unless it has been previously permitted by the instructor.
- Be courteous to your classmates.
- Be courteous to your instructor.
- Be courteous to clients.
- Don't abuse freedoms afforded by this class.
- Only have covered drinks in class.
- Come to class prepared.
- Headphones may not be used during critiques, lecture, or class discussions.
- Take your responsibilities seriously.

Assigned Role Job Description (Title)	<b>DESIGN DIRECTOR</b>	
	<b>Responsibilities</b>	<b>Attributes</b>
	<ul style="list-style-type: none"> <li>- Solicit accounts/clients</li> <li>- Principal person in charge of a project's look and style of art elements</li> <li>- Manage project leaders and all other team members</li> <li>- Allocate pertinent resources for projects</li> <li>- Provide feedback and approval on design projects from inception to production</li> <li>- Rate intern performance (pass/fail)</li> </ul>	<ul style="list-style-type: none"> <li>- Demonstrate exceptional critical thinking and problem solving skills, love challenges, and have a can-do attitude.</li> </ul>

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

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

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

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

Attendance and penalties associated with tardiness In cultivating a professional work environment, especially for a pass or fail course, your professional conduct is being valued.

- 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.
- It is then 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.

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.

BFA Critique	<p><b>BFA requirements (for BFA students only):</b></p> <p>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.</p>
Professionalism: Standards of excellence for Fine Arts students	<ul style="list-style-type: none"> <li>▪ Students actively contribute to critiques and class discussions by offering thoughtful perspectives and constructive criticism.</li> <li>▪ Students demonstrate curiosity and enthusiasm for the discipline and subject matter of study.</li> <li>▪ 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.</li> <li>▪ Students are committed to continuous self-evaluation and personal improvement.</li> <li>▪ Students respond analytically and proactively to assessments given by faculty, advisors, or others by making changes to address legitimate concerns.</li> <li>▪ Students actively solicit feedback for purposes of making quality improvements to work and practice.</li> </ul>
Student with Disabilities	<p>Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243) or email (<a href="mailto:mtspring@ius.edu">mtspring@ius.edu</a>) 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: <a href="https://www.ius.edu/disability-services/">https://www.ius.edu/disability-services/</a></p>

**END**

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## 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: