BFA/BA GD

Faculty Information

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Office hours: By appointment

General Course Description

FINA-S452 | Studio: KV204 | *Use KV203 "The Design Center" as an alternative lab.*
Tuesdays and Thursdays from 1:15 – 4:15 P.M. or as arranged as one-on-one.
Pre-requisite: Student must have gained acceptance into the BFA studio major.

This is an advanced and directed graphic design course designed to allow BFA/BA students the opportunity to develop their personal work. Individual goals and directions are established with the intention of preparing students with portfolio materials. The flexibility to pursue and develop directed artistic and professional portfolios for their intellectual and creative processes are supported by one-on-one and peer critique. Using Kolb's Experiential Learning (1984)* as a learning guide, we will analyze through the design process of research and analysis, idea generation and experimentation, design execution and evaluation throughout the course. Due to the advanced nature of the course, a collaborative effort with prospective clients are encouraged to facilitate meaningful and real solutions to design issues. Students have the flexibility to combine studies from their foundation as well as those within the fine arts to achieve the objectives in keeping with specific goals of the projects. Relevant tools and technologies are not limited to drawing, printmaking, and photography but also time-based and interactive media (film, video, and computer multimedia).

*Kolb, D. A. (1984). *Experiential learning: Experience as the source of learning and development*. New Jersey: Prentice-Hall.

Course Objectives

- Research and gather information, analyze and generate solutions, prototype and evaluate of outcomes through a rigorous design process;
- Develop the ability to create and develop visual forms that correspond to communication problems;
- Collaborate with prospective clients for real-world experiences and professional practice;
- To learn professionalism as expected in the field of graphic design.

Recommended References

Online references:
American Institute of Graphic Arts: www.aiga.org
Design is History: www.designishistory.com
Design Trend and News: www.designobserver.com | www.underconsideration.com
Information about famous Graphic Designers: www.famousgraphicdesigners.org
Classic design work from 1950s – 70s: www.grainedit.com
Design Inspirations: www.howdesign.com/design-competition-galleries/international-graphic-design-inspiration/

Stock photography/visuals
Library of Congress: https://www.loc.gov/
Getty Images: http://www.gettyimages.com/
iStock by Getty Images: http://www.istockphoto.com/

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
Academic resource:www.typeculture.com/academic_resource/research_directory

Assessment Components, Attendance and other Standards of Conduct

Assessment Components

- Each project varies from one to another but the process from ideation to the final mockup (prototype) or product stays the same.
- Concepts can only emerge from dozens of sketches. Be ready to spend minimally 4 – 6 hours per week outside of class on your course work.
- Unless specified, all exercises/projects are due at the beginning of the class at a designated date and they can be turned in only on class days.
- **There will be no "make up" opportunities for missed projects/pop quiz/exercises unless you provide immediate documentation/notification within a week.** Exercises/projects that are more than a week late will not be accepted.
- Incomplete exercise/project will be marked down by a letter grade drop from the overall grade earned.
- The deadline will not be extended for any projects unless there are circumstantial factors that affect the progress of the course.

1st project – 35 points (Rubric further elaborated in project/grade sheet)
2nd project – 30 points (Rubric further elaborated in project/grade sheet)
3rd project – 30 points (Rubric further elaborated in project/grade sheet)
Participation – 5 points (Proactive, Preparedness, Meeting of Deadlines, Engagement, and Eagerness in general)

Opportunity to earn bonus total points towards your final numerical grade for undertaking options in Project 2.

Letter and numerical grades
A+ 100% - 98% | A 97% - 93% | A- 92% - 90%
B+ 89% - 87% | B 86% - 83% | B- 82% - 80%
C+ 79% – 77% | C 76% - 73% | C- 72% - 70% (Failing for fine-art majors)
D+ 69% - 67% | D 66% - 63% | D- 62% - 60% | F 59% - 0%

Attendance
- 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. **The professor will tolerate up to two absences before your grade is affected**.
- 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.
- If you show up 30 minutes after class started, you will be considered absent and may be barred from consultation with the professor. 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.
- Leaving early (defined as before class officially ends either at a designated time for the course or as allocated by the professor) three times constitutes one absence. The penalty for tardiness and absences are as follows**:**
  3 absences = A $^{1/3}$ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-') [one drop]

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

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

  6 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]

  7 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]

  8 absences equal an automatic failure of the course.
- At the end of class the room must be returned to order before you leave.

Other Standards of Conduct
- Cellphones are not allowed during class sessions.
- During the lecture and/or tutorial sessions, permission must be obtained from the professor if the student wishes to record any presentation via any electronic or digital devices of any sort.
- In discussing the provocative aspects of communication in graphic design, we will discuss topics, view slides or read about information that you may find offensive. You will be forewarned and if you choose to stay in class, it is deemed that you have accepted and will be participating in the session.
- Losing your work due to failed media or overwritten files is not an excuse for late work as you are expected to develop an effective backup strategy for all your digital files.
- Avoid emailing during weekends and public holidays or during designated conference dates as the response time will be delayed.
- Eating and drinking during breaks are acceptable but any drinks in the computer lab should have a lid to prevent any mishaps to the artwork or the computer equipment.
- In general, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, posting audio recordings and while participating in other means of communicating online. Refrain from inappropriate and/or offensive language, comments and actions.

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.

Professionalism: Standards of Excellence for Fine Arts Students

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

Students with Disabilities

Students who have a specific physical, psychological or learning disabilities and require accommodations must let the professor know by the 2nd week of the semester so that your learning needs can be properly address. You can contact the Coordinator of Disability Services, Mr. Matthew Springer at the Office of Disability Services. His office is in University Center South, Room 207 or by phone (941-2243). The student will need to provide documentation of the disability to the coordinator. Additional information about the Office of Disability Services may be obtained at www.ius.edu/asc/disabilityservices/.

BFA Critique

A full schedule of BFA critiques will be listed on the course calendar. If any changes are made to the BFA critique schedule they will be updated on the course calendar. Your attendance and participation at every critique when appropriate is expected.

Diversity Statement

Diversity is the valuing and respecting of difference, including socio-economic status, race, religion, gender, gender identity, sexual orientation, disability, veteran status, cultural and international origin, and other groups traditionally underrepresented at the university and in society. We grow and evolve as a university through seeing equality and representation as a goal and human right for everybody. Indiana University Southeast is committed to recruiting students from diverse populations and to making the climate and curriculum welcoming and equitable. Students will leave the university with a raised level of awareness of the history of equality and difference and attain international awareness, so that their understanding of academic disciplines, society, and the workplace will be enhanced,

and they will be receptive to and promote valuing and respecting difference in their lives and in the workplace.

1

HOW GRAPHIC DESIGN AFFECTS EDUCA-TION

Part of the training to become a professional graphic designer is about working with limitations as well as realistic expectations of a client which sometimes are not exactly clear. For your second project, you are tasked to create a series of pre-determined, vertically-oriented 4" x 9" rack card for the School of Arts and Letters for the following departments: Fine Arts, Music, Philosophy, English, Theater, Communication, Modern Languages, and Bachelor of Applied Science program. This project affords the opportunity to work with a real client (i.e. the School of Arts and Letters, IUS) as well as the logistics involved in pre and post preparations. These include but not limited to getting quotations (physical or online) from three different printers, specifying types of paper to print, delivery options as well as other circumstantial/monetary considerations, down to the evaluation of the final printed artwork.

Objectives:
- An opportunity for senior-level students to add missing or insufficient artwork to their portfolio, especially those in the BFA program as part of their trajectory in pursuing a professional degree.
- Creation of original artwork which include visuals that are summative/representative of the different eight departments.
- Working with limitations and logistics involved in realizing a project.

Deliverables:
- Eight finalized ideas showing the front and back of a vertically-oriented 4" x 9" rack cards, with relevant and necessary information and visuals.
- Originally created artwork.

Grading Criteria (35 points):
- Create compositions that are thematic in nature (5 pts)
- Originality and creativity in design despite having to work with a pre-determined format (5 pts)

- Fulfilling the requirements of the client (5 pts)
- A complete print-ready digital file for client which include three quotations from three different printers (5 pts)
- Originality in creating one's own artwork that is summative/representative of the eight different departments (10 pts)
- Produce physical/realistic mock-ups with front and back sides (5 pts)

Schedule:

8/23 Tue	1st project assigned. Project explained. Research for ideas. Sketch ideas.
8/25 Thu	Sketches discussed and narrowed down for selection/direction for main theme and supportive motifs. Work in class.
8/30 Tue	Experimentation of ideas on how work on all as a unit. Look for inconsistencies.
9/1 Thu	Continue working in class. Approval necessary for a main theme. *Use this time to think carefully about how to pursue your 2nd project.*
9/6 Tue	**Deadline for decision on project 2.** Bring refined ideas of 2nd project to class.
9/8 Thu	Execute ideas on computer: choosing fonts, adding details, fine tune and tweak colors, add texture and other refinements where necessary.
9/13 Tue	Work in class to fine tune ideas and to finalize. Approval necessary before work is finalized before printing.
9/15 Thu	Work in class to finalize ideas. Approval necessary before printing.
9/20 Tue	Get and document quotations and the logistics involved in printing your design.
9/22 Thu	1st project due. Presentation before the client (if available)

Reference:
Skateboard designs on Pinterest:
https://www.pinterest.com/pin/118923246385622224/

How to Paint Your Skateboard: http://www.wikihow.com/Paint-Your-Skateboard

IU Brand Guidelines: https://brand.iu.edu/

2

In maximizing the potential of each student, the 3rd project offers an opportunity for the student to propose a project that is executable in four weeks. Remember to submit your idea for approval by the 3rd week of class.
All in all, there are three plans of action to pursue:
- Propose and execute your own project that fulfills the missing components in your current portfolio. For creative work, a proposed item must have three components that are inter-related as part of a series;

- Write a research paper related to graphic design from the topics proposed below for presentation at the Indiana University Undergraduate Research Conference (IUURC) on December 2, 2016. A research paper must include the following: title, keywords, abstract, introduction, literature review, methods, results, discussion/conclusion and references/bibliography. The office of the Dean for Research will pay both the registration and transportation expenses and an additional incentive, you can earn an additional 5 extra points added on top of your final grade upon satisfactory fulfillment of requirements: register, complete the paper and present at the conference on Dec 2 at Indianapolis.

- Creative project related to graphic design from the topics proposed below for poster presentation at the Indiana University Undergraduate Research Conference (IUURC) on December 2, 2016. The office of the Dean for Research will pay both the registration and transportation expenses and an additional incentive, you can earn an additional 5 extra points added on top of your final grade upon satisfactory fulfillment of requirements: register, complete the paper and present at the conference on Dec 2 at Indianapolis.

Some topics of explorations include but not limited to:
- Graphic design in times of peace and war: Political messages through propaganda.

- Judging a book by its cover: The elements of persuasion in packaging.

- The role of personality in graphic design: Influential graphic designers who shaped the 21st century.

- Social responsibility of graphic design: Environmental sustainability.

- Enhancing meaning through design Meaning making: Strengthening the power of language through graphic design

- Design responsibility and accountability: How graphic design has fed the hunter-gatherer instinct of our society.

- The power of travelling: Visual, spatial, tactile and kinaesthetic as constructs for conceptual structures in exploring places.

- How Chinese calligraphy and graphic design can help non-Chinese speakers in a predominantly English-speaking marketplace understand design.

- Design for sustainability: exploring the role of graphic design as a catalyst in fostering sustainability in packaging design.

- Evolution of graphic design: Architectural lettering and early branding on commercial brandings in Louisville, Kentucky

Deliverables:
- A main design component with two other inter-related components that are inter-related and correlated, as a set.

- Alternatively, a research paper or creative project.

Grading Criteria (30 points):
Option i:

- Methodically research, evaluate and generate projects that are provide a comprehensive appeal to the student's portfolio (5 pts);
- Create original artwork for project (5 pts)
- A complete set of three (15 pts)
- Overall quality of final artwork presented (5 pts).

Options ii & iii
- Organization and Development of the idea (5 pts)
- Content (5 pts)
- Method (5 pts)
- Mechanics (5 pts)
- Conclusion (5 pts)
- Citation (5 pts).

Schedule:

9/27 Tue	Submit your action plan to be completed with detailed schedule showing the steps necessary in completing the project. **Approval from the professor necessary.**
9/29 Thu	Action dependent on the options I, II or III
10/4 Tue	Action dependent on the options I, II or III
10/6 Thu	Action dependent on the options I, II or III
10/11 Tue	Action dependent on the options I, II or III
10/13 Thu	Action dependent on the options I, II or III **For options II & III, abstract submission deadline**
10/18 Tue	Action dependent on the options I, II or III
10/20 Thu	Action dependent on the options I, II or III
10/25 Tue	Action dependent on the options I, II or III
10/27 Thu	Option I, II or III due*. Dependent on the plan of action. Due dates to be arranged with the professor accordingly.

Reference:
IUURC 22 at IUPUI campus, Indianapolis:
http://crl.iupui.edu/events/IUURC/index.asp

IUURC student registration:
https://iu.co1.qualtrics.com/jfe/form/SV_3m8Ay8IIrKXnf9j

Components of a research paper:
https://cirt.gcu.edu/research/developmentresources/tutorials/researchpaper

3

HOW GRAPHIC DESIGN AFFECTS TOURISM

In essence, the United States is made up of 50 different brands and each state's unique appeal is what drives tourist to these respective destinations, through efforts put forth by the various departments of tourism. Project one is about "rebranding" a randomly state chosen for you in which its current design flaws can be improved upon through your design solutions. The project requires a complete rebranding which means that you are prohibited from using an established meme (an element of a culture or system of behavior that may be considered to be passed from one individual to another) for e.g., the lone star or stereotypical cowboys for the State of Texas). Therefore you need to upturn the widely held stereotypical observations about how the state is often perceived by visually portraying it based on your own research/ideas.

Objectives:
- ▪ To apply conceptual and creativity specific to the field of graphic design for promotional purposes;
- ▪ To solve problems using research and synthesis of technical, aesthetical, and conceptual knowledge;
- ▪ To demonstrate the ability to conceptualize their ideas visually, organize, schedule and manage their time effectively to realize a project.

Some samples for Midwest states (with some outdates ones)

For the rest, visit: http://buildinternet.com/2008/12/branding-the-united-states-the-50-state-tourism-logos/

Deliverables:

- A redesigned logotype (type-based logo) at 300 dpi in JPG or PDF formats and an 8.5" x 11" color print.

- A professional style guide of 5 pages showing on 8.5" x 11" color prints: i) the construction of the new logotype; ii) color usage (Pantone); iii) selected font and its various styles; iv) logotype on acceptable and unacceptable background, including imagery and v) samples of where the logotype's application such as airplane graphics, website, and an item of your choice.

Grading criteria (30%):
- Methodically go through the design process of research and analysis, idea generation and experimentation, design execution and evaluation (5 pts);
- Develop the ability to create and develop visual forms that correspond to addressing communication problems related to promoting tourism (5 pts);
- A complete set: logotype(5 pts);
- A complete set: a professional style guide (10 pts)
- Overall quality of final artwork presented (5 pts).

Schedule:

11/1 Tue	3rd project assigned. Project explained. Assigned reading. Visit http://99u.com/articles/53580/how-the-2016-olympic-logo-and-font-were-created?scid=social64704036&adbid=763494896632070145&adbpl=tw&adbpr=63786611&es_sh=76ec47ca097b8db9370bf7a6af3b465e&es_ad=50309
11/3 Thu	Discussion of assigned readings. Research data for ideas. A state randomly chosen for each student. Analyze the current logo for its strength and weaknesses. Idea generation through sketches.
11/8 Tue	Group critique and individual consultation after group critique.
11/10 Thu	Expand on refined ideas to include other two items, with at least 15 – 20 sketches per item. Critique.
11/15 Tue	Experimentation of ideas on how work on all as a unit. Look for inconsistencies.
11/17 Thu	Finalize ideas on computer adding details, colors, texture and other refinements. Refine and finalize. One-on-one consultation. Work in class. **Approval necessary before printing.**
11/22 - 27 Tue - Sun	THANKSGIVING BREAK Print work, readying to be presented on 11/29 during class.
11/29 Thu	Class presentation. Design evaluation. What works? What failed?

References:
The best and worst of the world's tourism logos:
https://99designs.com/blog/creative-inspiration/the-best-and-worst-of-the-worlds-tourism-destination-logos

Opinions about a new logo for Rhode Island by Milton Glaser:
http://www.underconsideration.com/brandnew/archives/new_logo_for_rhode_island_tourism_by_milton_glaser_inc.php

Cooper Hewitt Design identity: http://www.pentagram.com/#/blog/126869

Course contract and signature

I have received, read and agree to abide by the terms and condition of the Syllabus for S452 BFA GD 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 also give Professor Yeoh permission to use my work for future publications on web-based or print for purposes of promoting the Department of Fine Arts, School of Arts and Letters or the Indiana University Southeast, New Albany, Indiana.

Print name:

Student signature: Date: