



BFA GD

FACULTY INFORMATION

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 [Facebook.com/IUSGraphicdesign](https://www.facebook.com/IUSGraphicdesign) [Instagram.com/IUSgraphicdesign](https://www.instagram.com/IUSgraphicdesign)

GENERAL COURSE DESCRIPTION

FINA-S452 | Studio: KV204 | Use KV203 “The Design Center” as an alternative lab.
Mondays and Wednesdays from 9:00 – 12:00 P.M.
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. As such, the students are given the flexibility to combine choose from a list of possible projects where their individual goal(s) and direction(s) can be matched in preparing them for building a sound portfolio. The flexibility to pursue and develop directed artistic and professional portfolios for their intellectual and creative processes are supported by one-on-one consultation with the professor and peer critique. Relevant tools and technologies are not limited to drawing, printmaking, and photography but also time-based and interactive media (film, video, and multimedia).

The course is primarily concerned with equipping the students to learn about three aspects of the design process: i) ideation; ii) production; and iii) delivery. In ideation, students give form to an idea through sketching and refining the idea which leads to the next step: production where they will use relevant techniques, methods, and tools necessary to realize their ideas in digital or physical forms. Finally, in delivery, students learn not just how to present their work verbally but more importantly, how to “package” their ideas into a presentable format, both digitally and physically.

COURSE OBJECTIVES

- To develop self-determination and confidence when considering the student’s needs and level of readiness in preparing portfolios in graphic design;
- To encourage increased student engagement that could lead to take chances for desirable rewards or detrimental consequences.
- To foster efficiency in time management, planning and logistics as well as other professionalism expected in the field.
- To develop the ability to **ideate** (analyse, sketch, and revise ideas based on feedback and evaluate of outcomes through a rigorous design process), **produce** (create and develop visual forms that correspond to communication problems) and **produce** (generating solutions, prototyping; and presenting ideas manually and digitally in persuasive manners for portfolio)

ASSESSMENT COMPONENTS

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%

- 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.
- The deadline will not be extended for any projects unless there are circumstantial factors that affect the progress of the course.
- Opportunities to earn extra credits are announced in class and full participation to fulfill the extra requirement must be fulfilled before the extra credit can be tallied and added towards/on top of the final score.
- Incomplete exercise/project will be marked down by a letter grade drop from the overall grade earned.

1st project – 25 points (Rubric further elaborated in project/grade sheet)
2nd project – 25 points (Rubric further elaborated in project/grade sheet)
3rd project – 25 points (Rubric further elaborated in project/grade sheet)
4th project – 25 points (Rubric further elaborated in project/grade sheet)

Every project includes Participation with criteria such as:

- **Professionalism:** Conducts him/herself professionally; Demonstrates time management skills; Maintains communications with professor
- **Quality of Work:** Achieves satisfactory results for completing the project
- **Quantity of Work:** Works effectively and efficiently; tasks done in a timely manner; handles multiple tasks
- **Work Habits:** Prepared and being pro-active in approaching the tasks
- **Comprehension:** Seeks to/Understands the assigned duties and tasks
- **Reliability:** Job completion, ability to get things done, conscientiousness
- **Attitude toward work:** Enthusiastic and willing to perform duties and tasks
- **Dependability:** Punctual and reliable in attendance; completes assigned duties and tasks
- **Initiative:** Interacts well with others in the office; Being proactive; Exhibiting high levels of engagements
- **Leadership:** Demonstrates leadership abilities; Takes initiatives w/o being told

**ATTENDANCE
AND PENALTIES
ASSOCIATED
WITH
TARDINESS**

Attendance will be taken each class 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 and two tardies before your grade is affected. Two tardies constitute one absence.**

Leaving early (defined as before class officially ends) is considered tardy as well. The penalties are as follows:

3rd absence = $\frac{1}{3}$ letter grade reduction in your final grade (e.g. An ‘A’ grade becomes ‘A-’) [one drop]

4th absence = $\frac{2}{3}$ letter grade reduction in your final grade (e.g. An ‘A’ grade becomes ‘A-’ then ‘B+’) [two drops]

5th absence = Full letter grade reduction in your final grade (e.g. An ‘A’ grade becomes ‘A-’ then ‘B+’ then ‘B’) [3 drops]

6th absence = $1\frac{1}{3}$ letter grade reduction in your final grade (e.g. An ‘A’ grade becomes ‘A-’ then ‘B+’ then ‘B’ and finally ‘B-’) [4 drops]

7th absence = $1\frac{2}{3}$ 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 absence equals an automatic failure of the course.

**OTHER
STANDARDS OF
CONDUCT**

- 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. Note that email notification is not considered a legitimate note, rather a professional behavior that is encouraged. Academically, it may be considered “buying” you extra time for a renegotiated due date with the professor. Unless agreed, turning in your project in absentia is not acceptable.
- If you show up after class started, you will be considered tardy. 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.
- Cellphones are not allowed during class sessions.
- Losing your work due to failed technology or media 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.

**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.

**PROFESSIONAL
-ISM:
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.



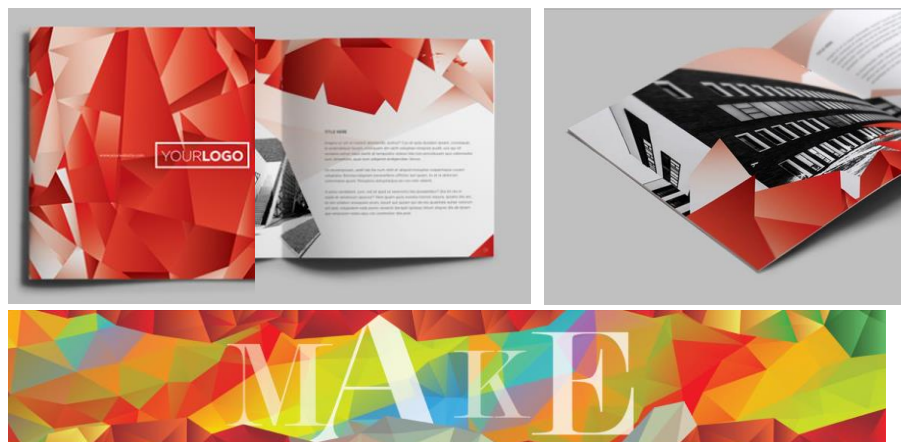
The career path for graphic design is broad, ranging from Graphic Designers, Typographers, Packaging Designer, Publication Designers, Production Supervisors, Art Directors, Account Executive, Display Artists, Animator, Web Designers, Art Teacher, just to name a few. Inspired by Pentagram’s Michael Bierut who wrote, “How to...,” we will investigate four areas in graphic design: How to sell, how to explain, how to make things look better, and how to make people laugh or cry with graphic design. Bierut is one of the 21 partners in Pentagram, a leading multi-disciplinary design firm that specializes in graphic design, architecture and industrial design with offices in London, New York, San Francisco, Berlin and Austin. References: <http://qz.com/521689/michael-bierut-is-the-definition-of-what-incredible-graphic-design-can-do/>

1

PROMOTE THINGS WITH GRAPHIC DESIGN

For your first project, we will create a promotional material to be used primarily for promoting the IU Southeast graphic design program. The samples provided are for reference only. With the objective of attracting and informing prospective students, the visual-driven brochure is a print-based format which includes the following--description about the graphic design program, student portfolio, mention of the Design Center, equipment, etc.

A limited run of 200 copies of a final design will be chosen for printing. Text and images will be provided but the students are also expected to create or obtain other images that are supportive of their concepts. The format is only limited by your imagination in which by the governing laws of productivity, the booklet can also be foldable poster, a trifold, an accordion fold, etc. Unless stated otherwise, you are expected to prepare in addition to your completed project, a series of 2 to 3 images showing your artwork photographed on a background for portfolio purposes.



Top image source: Pinterest.com

Bottom image source: <https://www.ius.edu/arts-and-letters/programs/fine-arts/concentrations/graphic-design.php>

Objectives:

- To combine images (photographic or graphical) as a persuasive message for the intention to “promote” the message to a targeted audience.
- To develop a cohesive design through visuals which focuses on how images can contribute to the intention of promotion.

Deliverables:

- Soft and hard copies, ready for printing
- Mock-up for the promotional material
- Colorful presentation images with props in digital forms (for portfolio purposes)

Grading Criteria (25 points)

- Effectively created a digital layout that can be produced as a mockup and printable material (3 pts)
- Appropriateness/Uniqueness of solution (3 pts)
- Craftsmanship of the mockup (3 pts)
- Consistency of theme and motif (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward Work, Dependability, Initiative, and Leadership (up to 1 pt each, total 10)

Schedule:

1/9 Mon	Projects explained. Answering questions about projects. Research for project ideas. 10 ideas before end of the class.
1/11 Wed	Ideation stage: Discuss your ideas to expand upon them. Ideas refined/finalized the end of the class. Gather text and images for layout.
1/16 Mon	MLK, Jr Holiday. No class.
1/18 Wed	Ideation/Production stage: Continue working in class. Approval necessary to continue.
1/23 Mon	Production stage: Work in class to further revise, implement and execute your idea.
1/25 Wed	Execute ideas on computer: choosing fonts, adding details, fine tune and tweak colors, add texture and other refinements where necessary. Print in b/w to check for details and errors.
1/30 Mon	Execution/Delivery stage: Work in class to finalize ideas. Approval necessary before proceeding to final stage. Ready work for presentation on Wednesday. Print in reduced size in color to check for details and errors.

<p>2/1 Wed</p>	<p>Project 1 due at the beginning of the class. Presentation. Design evaluation. What works? What failed? Unless stated otherwise, you are expected to prepare in addition to your completed project, a series of 2 to 3 images showing your artwork photographed on a background for portfolio purposes.</p> <p>Project two assigned and explained. Sketches due at the beginning of class on 2/6 Monday.</p>
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2

EXPLAIN THINGS WITH GRAPHIC DESIGN

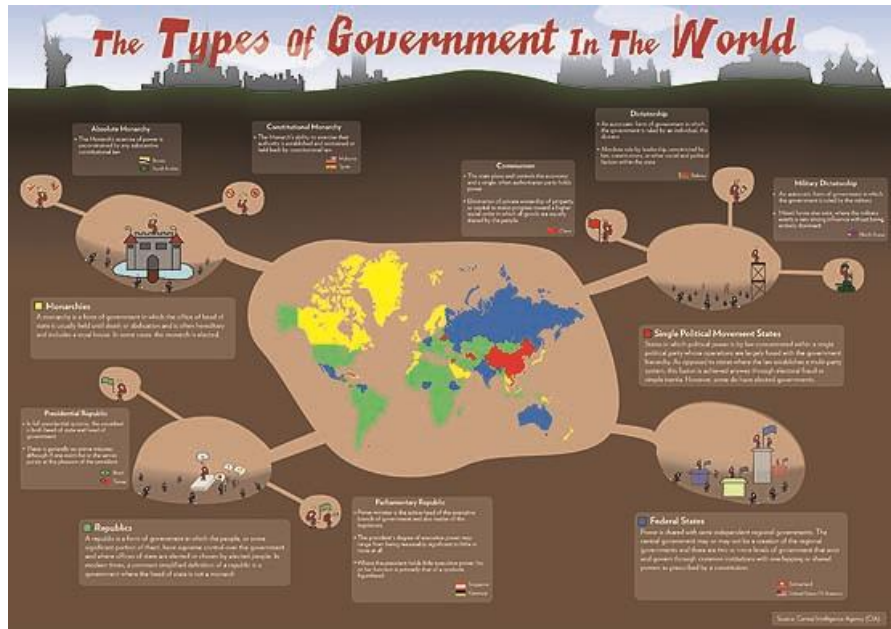


Image source: <http://yeoh.com/index2.php?section=student&g=1280>

The idea of an infographics is to communicate complex data into information that can be easily understood in visual forms. Using publicly available data or social awareness issues, we will create take complex information and present them as graphics (through the combination of pictography and typography) meant to educate or inform the public. *There is an opportunity to earn extra credit for this course through this project. Refer to grading criteria in the following page.* As this is a BFA course, you have the option to select from the possible areas of explorations below:

- Medicinal packaging (with instructions on the inside and outside)
- Information graphics (editorial, a magazine spread, an event)
- Interactive media (website or animation)
- Environmental graphics (signage, signage systems)

The eventual format is dependent on the purpose, be it as an editorial, description on a label, an advertisement in a publication or a spread in an annual report.

Objectives:

- To make information accessible for stakeholders by distilling information into a visually-based format for easy comprehension.
- To visually explain things by experimenting with a combination of timeline, charts, bars, graphs, analogies, metaphors, and storytelling.

Deliverables:

- Dependent upon format as dictated by the areas of explorations, hard copy or soft copies or both. Discuss with your professor.
- Colorful presentation images with props in digital forms (for portfolio purposes)
- A research poster for the 13th Annual IU Southeast Student Conference to be held on April 21, 2017 if you choose to earn the extra credit by a specified date.

Grading Criteria (25 points):

- Effectiveness in explaining information through usage of graphical elements, imagery and typography (3 pts)
- Appropriateness/Uniqueness of solution (3 pts)
- Craftsmanship of a mock-up (3 pts)
- Consistency of theme and motif (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward Work, Dependability, Initiative, and Leadership (up to 1 pt each, total 10)

- **Extra credit:** A letter grade upgrade based on the final score of this project for participation at the Annual IUS student conference. For e.g. B+ gets upgraded to become A+.

Students must declare their intentions to participate and must register from Feb. 15 – Mar 20, 17.

The credit is only applicable upon successful completion of a research poster based on this campaign and an in-person presentation on April 21, 2017. Based on the progress of the project, deadline for grade submission, and the decision of the client, you may also earn extra credit for working on the chosen design to be completed with the client.

Schedule:

	Grades from project 1 returned.
2/6 Mon	Ideation stage: Projects explained. Answering questions about projects. Research for project ideas. Decide which area to explore. Then, log on to statistical websites for data collection.
2/8 Wed	As we move towards the production stage, continue to research for project ideas but main idea must be refined and finalized the end of the class.
2/13 Mon	Ideation/Production stage: Main idea finalized. Start to implement it digitally using relevant computer software and techniques.
2/15 Wed	Idea finalized from last week. Continue to work in class to refine the selected and approved idea digitally. (Registration opens for participation in the student conference)
2/20 Mon	Production stage: Work in class. One on one consultation. Refinement. Critique

2/22 Wed	Production/Delivery stage: Start printing in b/w to check for details and errors.
2/27 Mon	Delivery stage: Start printing in color to check for details and errors. Take pictures for presentation image (for portfolio purposes)
3/1 Wed	<p>Project due at the beginning of the class. Late work will not be accepted. Design evaluation. What works? What failed?</p> <p>Unless stated otherwise, you are expected to prepare in addition to your completed project, a series of 2 to 3 images showing your artwork photographed on a background for portfolio purposes.</p> <p>Project 3 assigned and explained. Creative brief due the beginning of class on 3/6 Monday.</p>

Reference:

Data and Statistics about the United States: <https://www.usa.gov/statistics>

The Huffington Post Education Statistics:

<http://www.huffingtonpost.com/news/education-statistics/>

3

**MAKE
THINGS
LOOK
BETTER
WITH
GRAPHIC
DESIGN**



Image source: <http://yeoh.com/index2.php?section=student&g=1315>

For your 3rd project, you are tasked with designing a thematic package that holds a credit card issued by a fictitious bank called ABC Bank. The package should primarily contain a pocket or a die cut of some sort to hold a credit card, designed to deliver the credit card plus other marketing message contained within a promotional package which can be mailed by regular postage. To correctly reflect the requirement in your design, you must investigate the allowed size or options approved by the postal office. Refrain from using lorem ipsum text for your body copy.

Apart from an aesthetical appeal, the package should ideally invoke the true intention of the card: attracting new applicants to sign up whereby the more they charge, the more they will get cash incentives. The targeted audience dictates your design-- from the format, style, content, and graphical elements. Our targeted audience will be PMEBs whose personal incomes are estimated at \$5,000 and above. PMEB stands for Professionals, Managers, Executives and Businessmen.

The following elements must appear on the credit card:

- The "ABC Bank" logo. Feel free to work some personalities into its bland name.
- The words "CASH BUILDER" on the front of the credit card
- The student's name as the card holder's name
- MasterCard/Visa logo
- 16 numbers in its dimensional forms (although we are only to mimic it without embossing it),
- "MEMBER SINCE 00" "VALID FROM", "GOOD THRU"
- Security chip on the front of the card
- Legal information/f as well as the magnetic strip.

Objectives:

- To creatively apply packaging methods through the combinations of graphical, pictographic and/or typographic treatments, primarily as a persuasive marketing material for a targeted group
- To generate marketing materials using graphic design methods and techniques for the purpose of substantiating a marketing message for the sake of persuading an intended purpose.

Deliverables:

- A fictitious credit card with front and back plus all necessary details
- A thematic pouch/package that contains the card with necessary promotional elements and information.
- Creative brief.
- Colorful presentation images with props in digital forms (for portfolio purposes)

Grading Criteria (25 points)

- Typo-free text throughout (3 pts)
 - Appropriateness/Uniqueness of solution (3 pts)
 - Craftsmanship/Originality (3 pts)
 - Consistency of theme and motif (3 pts)
 - Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
-

Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward Work, Dependability, Initiative, and Leadership (up to 1 pt each, total 10)

Schedule:

3/6 Mon	<p>Grades from project 2 returned.</p> <p>Ideation stage: Project 4 assigned and explained. Creative brief due at the beginning of the class.</p> <p>Ideate and sketch in class. 10 sketches due by the end of the class.</p>
3/8 Wed	<p>Ideation stage: Idea finalized. Start implementing ideas.</p> <p>Brainstorm for ideas.</p>
3/13 Mon	<p>Ideation/Production stage: Work in class. One on one consultation. Start laying out design digitally.</p>
3/15 Wed	<p>Production stage: Work in class. Refinement. Critique. Start printing and assembly of pages into a package.</p>
3/20 Mon	<p>Production/Delivery stage: Start printing of poster(s) or brochure in b/w and reduced size or by joining multiple sheets together for actual size to check for details and errors.</p>
3/22 Wed	<p>Delivery stage: Print package in color and actual size to check for details and errors</p>
3/27 Mon	<p>Project due at the beginning of the class. Late work will not be accepted. Include presentation images in digital forms.</p> <p>Unless stated otherwise, you are expected to prepare in addition to your completed project, a series of 2 to 3 images showing your artwork photographed on a background for portfolio purposes.</p> <p>Design evaluation. What works? What failed?</p>
3/29 Wed	<p>NO CLASS (3/27 Mon – 4/2 Sun SPRING BREAK).</p>

4

GETTING HIRED WITH GRAPHIC DESIGN

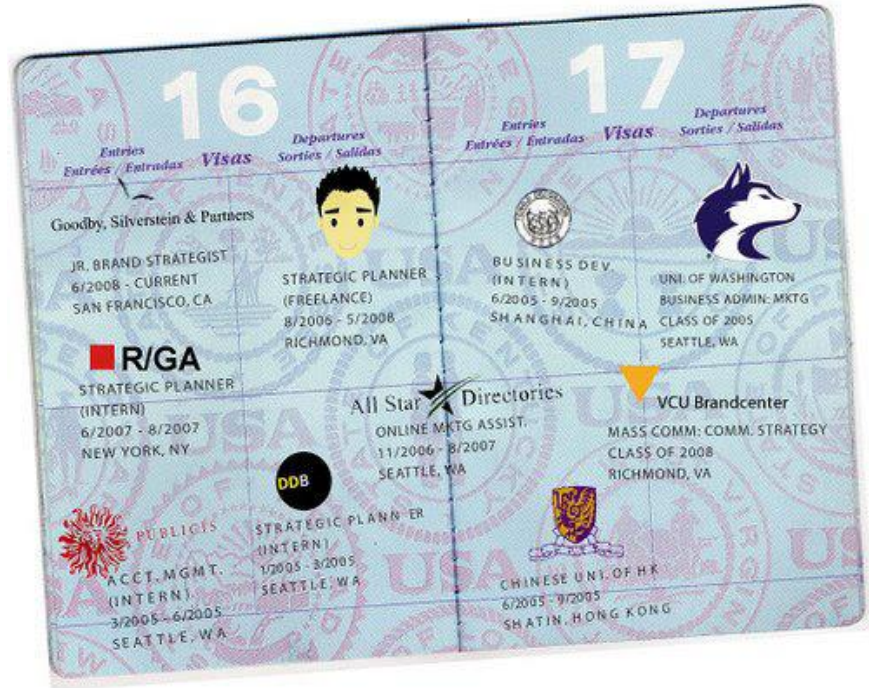


Image source: <https://www.flickr.com/photos/nienliu/2505744597/>

An attention-getting approach to marketing your creativity, skillsets, and problem-solving capabilities is important because potential employers go through lots of resumes and only outstanding ones get noticed. The final project is a pragmatic and functional project which involves creatively designing a non-conventional resume. We are not simply limiting your idea to a piece of paper which highlights your educational background, employment experience, software knowledge, but possibly, in addition, a presentation format that showcases your portfolio for employment or freelancing possibilities. The idea is to get you to create a presentation package that will put you that much closer towards career development as you prepare to graduate from the program. You will work closely with the professor to come up with a project that is uniquely a reflection of your skillsets, creativity and expertise.

Objectives:

- To create a creative resume package that showcases the student's qualifications, knowledge, skillsets, work experience, and so forth.
- To apply the knowledge of mainly a type-design design with font selections, typographical conventions of leading, kerning, tracking, paragraphing, text alignments and so forth.

Deliverables:

- Dependent on the direction of your career path, (to be custom-defined with your professor), the deliverable can be in digital or printed format.

Grading Criteria (25 points):

- Create a resume that is complete with relevant information (3 pts)
- Selection of fonts (3 pts).
- Appropriateness/Uniqueness of package (3 pts)
- Consistency of theme and motif (3 pts)

- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward Work, Dependability, Initiative, and Leadership (up to 1 pt each, total 10)

Schedule:

4/3 Mon	Grades from project 3 returned. Ideation stage: Project 4 explained. Begin drafting information needed for a resume.
4/5 Wed	Ideation stage: Work towards completing resume. Sketch ideas for package. Brainstorm for ideas.
4/10 Mon	Production stage: Resume completed. Work in class to finalize package idea. One on one consultation
4/12 Wed	Production stage: Ideas for package refined, finalized, and approved. Simultaneously refine resume to ensure consistency in design direction and styles. Print reduced or full size in b/w to check for consistency or errors.
4/17 Mon	Production/Delivery stage: Start printing in colors, get project ready for final presentation.
4/19 Wed	Project due at the beginning of the class. Late work will not be accepted. Class presentation. You are not required to produce a series of 2 to 3 images showing your artwork photographed on a background for portfolio purposes.

References:

45 Creative Resumes to Seize Attention: <http://www.hongkiat.com/blog/creative-designer-resume-curriculum-vitae/>

51 creative resume templates: <http://www.hloom.com/creative-resume-templates/>

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: