Advanced Design

ART - 2220 001

Engagement Plan

I will respond to email within 24-48 hours, M-Friday. I will offer feedback on major assignments within two weeks. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Every class there's an opportunity to share your work and get feedback from the teacher and students on progress.

Students are encouraged to set up one on one time with the teacher if they need more specialized feedback.

Course Description

This course builds upon previous Design, Typography and Layout classes as well as introduces students to corporate identity and collateral design problems. Students will produce portfolio and art show quality work. It is recommended students complete ART 2230 prior or concurrently with this course.

Pre-req: ART 1135 and ART 1230
Semester: Fall & Spring

Course Prerequisites

It is the student's responsibility to examine each course description for details of prerequisite classes. Those prerequisites must be satisfied before the designated class may be taken. All prerequisite courses must be completed with a C or better grade to continue with the program. A student may be dropped from a class if the prerequisite has not been completed.

Course Prerequisites:

- ART 1120 Design
- ART 1135 Printing Fundamentals
- ART 1230 Typography & Layout
- ART 1200 InDesign Software*

It is recommended that ART 2230 Advanced Type & Layout be taken BEFORE or concurrent with ART 2220 Advanced Design.

ART 2230 Advanced Type & Layout must be completed with a C grade or better BEFORE taking ART 2240 Package Design, ART 2280 Advertising Workshop and ART 2070 Portfolio Development.

Brief Description of Assignments/Exams

Successful completion of:

- **THE DESIGN PROCESS** for each project including but not limited to: research, brainstorming, and hand-rendered conceptualization studies in the form of thumbnails, intermediate, and final work, etc. that must be completed in the preliminary process before a project is finished on the computer process.
- Logo designs for an organization or company as black & white line art and two-color application.
- Projects include revision of the previously designed logo mark and various applications as part of a corporate identity program. These designs may include a letterhead / business card / envelope package, kit cover, brochure, magazine advertisement, annual report cover / President's message & company profile 2-page spread, financial section 2-page spread or similar applications.
- Writing copy for all of the projects including a formal business letter.
- Collecting industry samples associated with projects.
- Providing printed color and/or paper studies/samples.
- Providing computer printouts showing correct use of graphics: ALL printer's marks, composites, separations, dies and/or trim/fold/perf/glue lines, overprints, knock-

outs, slug area for class/student information, etc.

- Using job tickets and time sheets to replicate industry production standards.

- Formal presentations as in mounting, labeling, displaying.

- Constructive self/group/guest oral critiques in discussions and presentations.

- Attending guest and/or tour presentations.

- Attending professional industry event(s). Online webinars may be used if approved by instructor.

- Students may be expected to participate in online Discussions.

Attendance

Attendance is very important. Although a schedule may be prepared, changes are very likely to occur, and students will be at a disadvantage if classes are missed.

Please talk to the instructor ASAP with any problems, questions, or concerns. It is the responsibility of the student to sign a provided late sheet – in class – on the day of being late. Faculty cannot change attendance records of past class periods.

Be aware that instructors are required to record attendance for a variety of reasons: Last Date of Attendance for tuition, failing grade, Emergency Procedures, etc.

VISUAL ART & DESIGN DEPARTMENT ATTENDANCE POLICY

Students missing more than 20% of a class may result in a failing grade.*

NOTE: 3 lates = 1 absence

1 Day per Week Class: 3 Days missed = E

2 Day per Week Class: 6 Days missed = E

3 Day per Week Class: 9 Days missed = E

4 Day per Week Class: 12 Days missed = E

5 Day per Week Class: 15 Days missed = E

*Exceptions should only be given in cases with extenuating circumstances and may require the student to contact Accessibility & Disability Services for an Accommodations List.

• Students should get the contact information of at least two other students in case of missed classes. Please do not ask the instructor to repeat information from a missed class.

• Students should be in their seats and prepared to start class at the beginning of the class period.

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BTW – Late means any time after the class start time as set-up via Apple (time.apple.com) or atomic clock in this

Canvas site. Only emergencies will be entertained as an excuse for being late. ☺

Q: "How late can I be late without being marked late?"

A: "You can't."

Q: "What did I miss?"

A: "A lot!"

Do you want employers, peers, and clients to see you as professional? Then be on time or better yet, 5 minutes early. Once in the field, you don't want to be known as the person who is always late. Plan your time and schedule wisely.

Practice good work habits in school.

Grading Scale

Perfect attendance and/or completion of all projects does not guarantee a passing grade. Attendance in class, constructive class participation and successful completion of required projects and exercises is required. Students are expected to work in class for the entire class period.

Project grades will foremost be based upon the excellence of the project work: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability, presentation, and a positive attitude.

Projects in this class are cumulative in design. This means each project builds upon the previous one in skill and scope. In the Graphic Design & Communications program, as in many of the Visual Art & Design programs, each class builds upon foundational and prerequisite courses. Please consult your area specialization rep for recommendations in scheduling.

Extra Credit may or may not be offered in this class.

Grades will be awarded based on the total possible points earned by each student.

Superior Grade

A = 100 − 93

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A- = 92 − 90

B+ = 89 − 87

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Above Average Grade

B = 86 − 83

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B- = 82 − 80

C+ = 79 − 77

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NOTE: If transferring to another institution, please check their requirements. Many only accept C+ grades regardless of prerequisite status at SLCC. Some accept only a B- grade!

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Average Grade

C = 76 − 73

SLCC accepts a C grade for prerequisite classes.

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C- or lower is unacceptable in classes requiring a grade of C or better. Class must be retaken if it is a prerequisite class for continuing courses.

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C- = 72 − 70

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D+ = 69 − 67

D = 66 − 63

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Lowest Passing Grade

D- = 62 − 60

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Failing Grade: Class must be retaken if it is required in a particular Program or Major course.

E = 59 − 0

Deadlines

Deadlines or Due Dates/Times will be given for each project. Work is due at the beginning (start time) for the class for both on-time and Late Submissions unless otherwise specified* (See below.) Check accessibility.

Being late may lower or possibly eliminate grade points for an assignment.

For some assignments, work that has not been received by the original Due Date/Time, may still be submitted – **up to one week** from the original Due Date/Time – with a 10% deduction in points. Check for this option on each assignment.

*If this "late" date falls on a holiday or school closure, students must make arrangements for submissions to be completed before the holiday or school closure. This will be most likely the class period before the holiday or closure.

Check Due Dates & Times on both on-time and Late Submissions.

If student is unable to bring their physical work to class, they may make arrangements for someone else to drop it off. This must be done either by the original Due Date/Time or within the Late Submission time period if that assignment has a Late Submission elective. Assignment Instructions and Rubric grade requirements apply.

All assignments will be graded on what has been submitted successfully.

These will not be accepted late:

• Branding Project

• Portfolio Prep Project

• Professional Event

• Guest Presentation (if offered)

• Extra Credit

Resubmissions

At the end of the semester, I will allow 1 (one) project to be resubmitted for regrading.

Course Student Learning Outcomes

- Demonstrate an acquired knowledge of and ability to apply: The principles and elements of design, layout and typography.

- Demonstrate an acquired knowledge of and ability to apply: TRADITIONAL mechanical skills and techniques of indicating headlines, subheads, body text, line art, and photos as a means to complete thumbnail and rough conceptualization studies. TRADITIONAL mechanical skills needed for presentations.

- Demonstrate an acquired knowledge of and ability to apply: Knowledge of paper, printing methods, color, production and graphic standards.

- Demonstrate an acquired knowledge of and ability to apply: Computer skills needed to complete layout projects in the graphic design industry.

- Demonstrate an acquired knowledge of and ability to apply: Communication skills needed for effective business interaction and knowledge of graphic design practices. The importance of corporate design and collateral in business today.

Transfer/Certification/Licensure/Employment Information

Students interested in transferring to another school should contact that institution for articulation agreement information. Some institutions which do not have such an agreement with SLCC, might admit students on a case by case basis.

Graphic Communications AS students should check with University of Utah advising if transferring into their Graphic Design BFA Program, as they require C+ or BETTER grades.

University of Utah Graphic Design Program-Level Articulation with SLCC
https://www.art.utah.edu/students/transfercredit/#transfer_credit_articulated

For all other VAD program articulation or transfer questions, please see your VAD Emphasis Area Specialization Rep and/or Academic Advisor. See below in Program & Degree Advising.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Annual Report	Assignment	0
	Introduce Yourself	Discussion	0
	Job Envelope Sheets	Assignment	60
	Roll Call Attendance	Assignment	100
8/30/25	Embrace the Design Process	Assignment	5
8/30/25	Field Trip Waiver	Assignment	5
8/30/25	I Can!	Assignment	5
8/30/25	Prerequisite Check	Assignment	5
8/30/25	Profile Photo	Assignment	5
9/3/25	B/W Logo - R&B, S&D, Thumbnails	Assignment	20
9/8/25	B/W Logo - 2 Intermediates	Assignment	20
9/8/25	B/W Logo - Final Hand	Assignment	20
9/10/25	B/W Logo - B/W Comp and edits	Assignment	20
9/15/25	B&W Logo Design	Assignment	120
9/17/25	2 Color Logo Pre-Critique	Assignment	20
10/6/25	Stationary Kit Pre-Critique	Assignment	20
10/11/25	Style Guide - Pt. 1	Assignment	50

Due Date	Assignment Name	Assignment Type	Points
10/27/25	Pocket Folder Pre-Critique	Assignment	20
11/17/25	Brochure Pre-Critique	Assignment	45
11/22/25	Style Guide Pt. 2	Assignment	50
12/13/25	ExCr Website HP Proposal	Assignment	0
12/13/25	The Branding Project	Assignment	400
12/17/25	Portfolio Prep Project	Assignment	200
12/18/25	Professional Event	Assignment	42

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the Institutional Syllabus page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)