

Syllabus

PRO DESIGN PRACTICES

George Mason University | AVT 413 | Fall 2017

3 Credits
Not repeatable
M/W 7:20–10:00 p.m.
Room 1020
School of Art

REVISION DATE: 08.21.17

PREREQUISITES

AVT 313 and 414 or permission of instructor. Prerequisite enforced by registration system.

COURSE DESCRIPTION

Addresses the nature of the professional graphic designer in terms of career development and self-marketing, visual presentations of design work, preparation of written materials, and interview techniques. Special emphasis will be given to the development of a design business, as well as freelance and pro-bono design work.

OBJECTIVES

- Develop an objective “sense-of-self” in preparation for a professional career
- Design or revise design projects for student’s portfolio
- Refine writing skills for resume and cover letters
- Develop advanced presentation skills, as well as client and workplace relationships
- Learn basic business principles for design business start-up and freelance work
- Connect with the professional community: AIGA, AMA, DC Ad Club, etc.
- Establish a web and social media presence

CONTENT

Personal identity system will be designed or refined, including logo, resume, and cover letter. Presentation skills will be developed via mock and “real world” interview and portfolio review assignments. Exploration of new technologies in presenting work online and in digital formats will be undertaken. Students will also be exposed to real world design and marketing through guest lectures and visiting professionals.

TEXTBOOKS & MATERIALS

- *How to be a Graphic Designer Without Losing Your Soul* by Adrian Shaughnessy—REQUIRED
- *Graphic Artist’s Guild Handbook of Pricing and Ethical Guidelines*, 14th Edition by GAG—REQUIRED
- *AIGA Professional Practices in Graphic Design* (recommended)
- Professional presentation portfolio (to be discussed in class)
- Sketchbook, layout markers, paper pad, pen and pencil, blank CD-R disks, USB flash drive, Super-Black mounting boards, various papers and project-dependent supplies

PERFORMANCE REQUIREMENTS

Due to the dynamics of the course, your attendance, participation, and punctuality are critical to your successful completion of the class. You must be on time and prepared—**with no exceptions**. Not being properly prepared with required assignments is considered an absence from the class. Final projects are due at the beginning of class. Projects turned in after the start of class are automatically reduced one (1) full letter grade. Late projects (after the due date) will not be accepted.

If compelled to miss a class, you must contact me, via email, with an acceptable explanation within 12 hours of class start time. If absent, you are responsible for materials covered in class. Please “buddy-up” with a classmate for this information. Two unexcused absences will gravely affect successful completion of the course. Excessive tardiness will also affect your final grade (three [3] unexcused late arrivals equals an unexcused absence).

Personal communication devices must be turned to “silent mode” and put away. Eating meals during class time is distracting in many ways—please finish any meals prior to our class.

Jim Van Meer

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Meetings by appointment

Grading Scale

A

Superior work, all criteria surpassed *in a distinguished manner*

B

Very good work, all criteria surpassed

C

Adequate average work

D

Barely meeting the criteria above

F

Failure to meet all of the above criteria

Range

97-100 = A+
93-96 = A
90-92 = A-
87-89 = B+
83-86 = B
80-82 = B-
77-79 = C+
73-76 = C
70-72 = C-
67-69 = D+
65-66 = D
< 65 = F

EVALUATION

Students will be expected to demonstrate college level research, writing, and presentation skills in the execution of all projects. All final projects will be graded by the following criteria: concept, development, and presentation. Concept—developed through schematic thumbnail sketches and computer roughs—has the same weight as execution. Proper presentation on required materials also has equal weight as the first two. Final semester grade is determined by a combination of final project grade, assignment grade, and class participation.

A non-returnable digital portfolio of all final projects must be turned in on CD or USB at the final class. Creative presentation of a digital portfolio CD (i.e., case, labeling, layout, and design) will be considered as a part of the final grade.

UNIVERSITY AND SCHOOL OF ART POLICIES**CELL PHONES**

School of Art Policies, in accordance with George Mason University policy, state to turn off all beepers, cellular telephones, and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

COMMITMENT TO DIVERSITY

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

STATEMENT ON ETHICS IN TEACHING AND PRACTICING ART AND DESIGN

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

OPEN STUDIO HOURS

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ARTSBUS CREDIT AND POLICIES

You are responsible for knowing and following ArtsBus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.* If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300.* Non-AVT majors taking art classes do not need ArtsBus credit BUT may need to go on the ArtsBus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

VISUAL VOICES LECTURE SERIES—FALL 2017

Visual Voices is a year-long series of lectures by artists, art historians, and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: <http://soa.gmu.edu/visualvoices/>.

August 31	Simon Schwartz
Sept 14	Andy Birnbaum
Oct 5	Patricia Bello-Gillen
Oct 19	Sadie Barnette
Nov 11	Walter Kravitz

STUDENTS WITH DISABILITIES AND LEARNING DIFFERENCES

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

OFFICIAL COMMUNICATIONS VIA GMU E-MAIL

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

ATTENDANCE POLICIES

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

IMPORTANT UNIVERSITY DATES

Aug 28	First Day of Classes; Last day to submit Domicile Reclassification Application; Payment Due Date
Sep 4	Labor Day —University closed
Sep 5	Last Day to Add Classes —All individualized section forms due Last Day to Drop with No Tuition Penalty
Sep 19	Last Day to Drop with a 33% Tuition Penalty
Sep 29	Final Drop Deadline (67% Tuition Penalty)
Sep 25–Oct 20	Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web
Oct 2–Oct 27	Selective Withdrawal Period (undergraduate students only)
Oct 9	Columbus Day Recess (Monday classes/labs meet Tuesday. Tuesday classes do not meet this week.)
Oct 27	Incomplete work from Spring/Summer 2017 due to instructor
Nov 3	Incomplete grade changes from Spring/Summer 2017 due to Registrar
Nov 22–Nov 26	Thanksgiving Recess
Dec 9	Last Day of Classes
Dec 11–Dec 12	Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.
Dec 13–Dec 20	Exam Period
Dec 23	Degree Conferral Date The Winter Graduation Ceremony will be held on Thursday, December 21

HONOR CODE

Students in this class are bound by the Honor Code, and are responsible for knowing the rules, as stated on the George Mason University's website Academic Integrity page (<http://oai.gmu.edu/the-mason-honor-code-2/>).

“To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible—helping you avoid accidental or intentional violations of the Honor Code.”

WRITING CENTER

Students who are in need of intensive help with grammar, structure, or mechanics in their writing should make use of the services of the Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141) offers in-person, one-on-one support for Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software applications. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available, as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification. Visit ITtraining.gmu.edu to see the schedule of workshops and to sign up.

DATE	PROJECT/ASSIGNMENT	TASK & TITLE	SPECIAL/READINGS
Monday August 28	REVIEW PROJECT 1 ASSIGNMENT 1	Syllabus/Textbook/Class Structure/Intros Launch Redesign: You Can Do Better Launch Discovery: Where You See You: 1-5-10	
Wednesday August 30	PROJECT 1 ASSIGNMENT 1 ASSIGNMENT 2	Working Redesign: You Can Do Better – Reviews Working Discovery: Where You See You: 1-5-10 Launch Networking: Nice To Meet You	
Monday, September 4	NO CLASS	LABOR DAY HOLIDAY	
Wednesday September 6	PROJECT 1 ASSIGNMENT 1 ASSIGNMENT 2	Working Redesign: You Can Do Better DUE Discovery: Where You See You: 1-5-10 Working Networking: Nice To Meet You	
Monday September 11	PROJECT 1 PROJECT 2 ASSIGNMENT 2	Working Redesign: You Can Do Better Launch Resume: You, The Brand Working Networking: Nice To Meet You	
Wednesday September 13	PROJECT 1 PROJECT 2 ASSIGNMENT 2	Working Redesign: You Can Do Better Working Resume: You, The Brand Working Networking: Nice To Meet You	HTBAGDWLYS—CHAPTER 1: Attributes Needed by the Modern Designer
Monday September 18	PROJECT 2 ASSIGNMENT 2 ASSIGNMENT 3	Working Resume: You, The Brand Working Networking: Nice To Meet You Launch Social: Digital Connections	GUEST LECTURER: ALISON PERICO
Wednesday September 20	PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	Launch Stationery: Brand Extension Working Networking: Nice To Meet You Working Social: Digital Connections Launch Interview: I'd Be A Good Fit	
Monday September 25	PROJECT 1 PROJECT 2 PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	DUE Redesign: You Can Do Better DUE Resume: You, The Brand Working Stationery: Brand Extension Working Networking: Nice To Meet You Working Social: Digital Connections Working Interview: I'd Be A Good Fit	HTBAGDWLYS—CHAPTER 3: How to Find a Job
Wednesday September 27	PROJECT 3 PROJECT 4 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	Working Stationery: Brand Extension LAUNCH Leave Behind: Remember Me Working Networking: Nice To Meet You Working Social: Digital Connections Working Interview: I'd Be A Good Fit	
Monday October 2	PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	Working Stationery: Brand Extension Working Networking: Nice To Meet You Working Social: Digital Connections Working Interview: I'd Be A Good Fit	
Wednesday October 4	PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	Working Stationery: Brand Extension Working Networking: Nice To Meet You Working Social: Digital Connections Working Interview: I'd Be A Good Fit	HTBAGDWLYS—CHAPTER 4: Freelancing/ Studio
Monday, October 9	NO CLASS	COLUMBUS DAY HOLIDAY	
Tuesday October 10 (Columbus Day make-up class)	PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4	Working Stationery: Brand Extension Working Networking: Nice To Meet You Working Social: Digital Connections Working Interview: I'd Be A Good Fit	

Class schedule is subject to change.

DATE	PROJECT/ASSIGNMENT	TASK & TITLE	SPECIAL/READINGS
Wednesday, October 11	NO CLASS	PROFESSOR ABSENCE	
Monday October 16	PROJECT 3 ASSIGNMENT 2 ASSIGNMENT 3 ASSIGNMENT 4 PROJECT 4 ASSIGNMENT 5	DUE Stationery: Brand Extension Working Networking: Nice To Meet You DUE Social: Digital Connections Working Interview: I'd Be A Good Fit Working Working Leave Behind: Remember Me LAUNCH Web Presence: YOU, Digitally	HTBAGDWLYS—CHAPTER 6: Finding New Work and Self-Promotion
Wednesday October 18	PROJECT 4 ASSIGNMENT 2 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Networking: Nice To Meet You Working Interview: I'd Be A Good Fit	
Monday October 23	PROJECT 4 ASSIGNMENT 2 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Networking: Nice To Meet You Working Interview: I'd Be A Good Fit	HTBAGDWLYS—CHAPTER 7: Clients
Wednesday October 25	PROJECT 4 ASSIGNMENT 2 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Networking: Nice To Meet You Working Interview: I'd Be A Good Fit	
Monday October 30	PROJECT 4 PROJECT 5 ASSIGNMENT 2 ASSIGNMENT 4	Working Leave Behind: Remember Me LAUNCH Presentation: Show Off Working Networking: Nice To Meet You Working Interview: I'd Be A Good Fit	PRINTING PLANT TOUR (Tentative): LINEMARK
Wednesday November 1	PROJECT 4 PROJECT 5 ASSIGNMENT 2 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Presentation: Show Off DUE Networking: Nice To Meet You Working Interview: I'd Be A Good Fit	HTBAGDWLYS—CHAPTER 8: What is Design Today?
Monday November 6	PROJECT 4 PROJECT 5 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Presentation: Show Off Working Interview: I'd Be A Good Fit	
Wednesday November 8	PROJECT 4 PROJECT 5 ASSIGNMENT 4	Working Leave Behind: Remember Me Working Presentation: Show Off Working Interview: I'd Be A Good Fit	HTBAGDWLYS—CHAPTER 9: The Creative Process
Monday November 13	PROJECT 5 PROJECT 4 ASSIGNMENT 4	Working Presentation: Show Off DUE Leave Behind: Remember Me Working Interview: I'd Be A Good Fit	
Wednesday November 15	PROJECT 5 ASSIGNMENT 4	Working Presentation: Show Off DUE Interview: I'd Be A Good Fit	
Monday, November 20	PROJECT 5 ASSIGNMENT 5	Working Presentation: Show Off DUE Web Presence: You, Digitally	
Wednesday November 22	NO CLASS	THANKSGIVING HOLIDAY	
Monday November 27	PROJECT 5	Working Presentation: Show Off	
Wednesday, Nov.29	PROJECT 5	DUE Presentation: Show Off – Round 1	
Monday, Dec. 4	PROJECT 5	DUE Presentation: Show Off – Round 2	
Wednesday, Dec. 6	LAST CLASS	WRAP-UP PIZZA PARTY	

Class schedule is subject to change.