



## ART 243 Graphic Design I

Fort Hays State University

Department of Art and Design

Chaiwat Thumsujarit, Professor of Graphic Design

### 1. COURSE INFORMATION

- ART 243 Graphic Design I (3 credit hours)
- Fall 2024
- Classroom: AD 208
- Class Hours: 8:30 am–10:20 pm (MWF)

### 2. INSTRUCTOR INFORMATION

- **Instructor Contact Information**
  - Chaiwat Thumsujarit
  - Professor, Graphic Design
  - Office: AD 213
  - Office Hours: By appointment
  - Email Address: [chaiwat0312@gmail.com](mailto:chaiwat0312@gmail.com)
  - Office Phone Number: 785-628-5918
  - Other contact information: 785-628-4247 (Art and Design office)
- **Contact Procedure and Policy:** Please email to set up an appointment
- **Senior Administrative Assistant for the Department of Art and Design:** Lauren Sargent
  - Office Location: AD 119
  - Office Hours: Monday–Friday, 8:00 am–4:30 pm
  - Email: [lsargent@fhsu.edu](mailto:lsargent@fhsu.edu) 785.628.4247

### 3. TEXTBOOK AND COURSE MATERIALS

- **Required Textbook(s):** No textbooks required for this course
- **Technology Requirement:**
  - Technology Requirement: All students enrolled at Fort Hays State University are expected to have a computer\* for use in a variety of university learning experiences. *\*On-campus students are expected to have a laptop to ensure mobility.*
  - **TigerTech** only provides assistance with accessing and using FHSU hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.



- **Hardware:** To meet basic security, networking, and upgrade requirements, your computer should be running Mac OS X (or newer). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. Chromebooks and iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply for each course in which you are enrolled.
- **Software:** Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at [www.fhsu.edu/tigertech/software/](http://www.fhsu.edu/tigertech/software/). If you have any technical issues, contact FHSU TigerTech, 785-628-3478, and notify the instructor. The type of design we do in this program requires some horsepower when it comes to hardware and software. The computers in either of our design department laboratories are sufficiently updated and should be utilized as much as possible for student projects.

#### 4. COURSE DESCRIPTION

- **Instructor Course Description:** In this course, we will continue to explore package design and branding identity to create cohesive projects series to display in your portfolio.
- **Recommendations for Success:** Students should work outside of class to complete each project, execute projects from initial concepts and sketches to the final product, present finished projects to the class for critique in a professional manner and provide feedback to other students on their work.

#### 5. COURSE LEARNING OUTCOMES

- **Course Learning Outcomes:** *After completing this course, students will be able to:*
  - Implement conceptual thinking into design problems.
  - Analyze problems of form and function while working with a variety of products.
  - Understand and apply the fundamentals of design, basic typography, layout, color, dominant/recessive and form/function and be able to apply those skills in design
  - Understand and implement the basics of Adobe Illustrator and Photoshop within designs
  - Understand and apply new techniques in their design projects such as application of textures, embossing, light settings, and computer rendering.
- **Course Expectations:** *To be successful in this course, students will be expected to:*
  - Deliver projects with a cohesive idea or design concept
  - Meet the requirements of the given assignment
  - Appropriately justify design concepts in their own work
  - Compare and contrast personal ideas with the work of others
  - Apply critical thinking and judgment in order to solve problems
  - Manage time, plan for projects, and be present for class activities.



## 6. TEACHING, LEARNING METHODS, & COURSE STRUCTURE

**Delivery Method:** Classes will be fully on campus (unless otherwise stated). Zoom will be implemented if we have to switch to a hybrid or online learning platform due to a rise in COVID cases. Below is a breakdown of each platform we will use for some or all of the semester.

- **Blackboard:** This tool is a university standard and will serve as the central hub for this class. Here you will find announcements, project information, grades, links to instructional content, and more.
- **Google Drive:** Each student will have their own folder within the Graphic Design I Fall 2023 Google Drive folder. Students will be responsible for putting their specific projects into their folders to be graded.
- **Other:** Overall, communication is critical to a successful online experience. A secure discussion board or group text environment will keep us connected and provide a relaxed forum for questions and problem-solving.
- **Instructional Approach and Course Structure:** The instruction in this course centers around advancing animation and design skills through advanced techniques. The lessons will rotate between lectures on design and method to workshop-based software instruction. The following is a breakdown of how the course is structured.
  - The structure of the course revolves around (8) core projects.
  - Projects will be assigned in person tentatively following the schedule.
  - Once complete, students will present their projects during class for feedback from their peers and professor.
  - Students will schedule individual critiques for project due dates if a schedule conflict arises and they cannot attend class on the due date. You **MUST** speak with your instructor before the due date in order to receive extended time.
  - Scheduled class sessions consist of lectures and software demonstrations.
  - Recorded class sessions will post to Google Drive for study and reference.
  - Additional curriculum includes hands-on equipment demonstrations, workshops, and guest speakers when available.
  - Adobe Illustrator and Photoshop are the primary software programs taught in this course.

## 7. COURSE SCHEDULE

*This schedule is tentative and is subject to change during the semester. Students will be notified of the changes through announcements either in the class or at the Blackboard course site.*

**Project 1:** Egg Drop – *Due date TBD*

**Project 2:** Introduction to Critiques - *Due date TBD*

**Project 3:** Manipulating Symbols (Group Project) - *Due date TBD*

**Project 4:** Objects Make Object - *Due date TBD*

**Project 5:** Post Cards & Fundamentals of Design Lectures - *Due date TBD*

**Project 6:** Book Covers using Photography - *Due date TBD*

**Project 7:** 25 Photos - *Due date TBD*

**Project 8:** FINAL Clothing Store (Group Project) - *Due date TBD*



## 8. PROJECT BREAKDOWN

*Each project has a tentative two-week timeline. The first few class sessions are to discuss concepts and ideas, while the middle is reserved for class lectures on techniques and processes with time for experimentation, and the end is for critiquing the completed projects.*

## 9. ASSESSMENT METHODS AND GRADING SCALE

Student projects will be graded on a letter scale based on design, layout, concept, and execution. Each project will be assigned a letter grade upon completion.

- A (90% and above)
- B (80%–89%)
- C (70%–79%)
- D (60%–69%)
- U (below 60%)

## 10. STUDENT HELP RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at [FHSU Blackboard Student Tutorials](#). For more information you can contact TigerTech at 785-628-3478 or [FHSU TigerTech](#)

## 11. COURSE POLICIES

- **Class Attendance:**
  - Students are expected to attend all class meetings. Since new techniques are being demonstrated and lectures and/or critiques given each day, it is imperative to be present. Missing classes can cause the student to fall behind the rest of the class as well as missing the opportunity for in progress critiques. Since the deadlines are short, it is imperative that students use their time wisely in and outside of class. Once in class, please do not leave early unless you have cleared it with the instructor prior to the beginning of class. **Three unexcused absences will result in the loss of a letter grade at semester. Five unexcused absences will result in the final grade of a “U.” Please be on time to class. Being tardy to class twice will result in one absence, and so on.**
  - Excused absences are illness and official University travel. If you are going to be absent, please call or email your professor, or leave a message with the Art and Design Department office (785-628-4247).



- **Demonstration/Lectures:** It is important for students to take notes during all demonstrations of new techniques and presentations of new projects so the information is clear, understood, and available to refer back to.
- **Class Participation:** Each student is expected to engage and provide feedback for their peers whether we are discussing ideas or during a formal critique. In order to do this, we must stay off of our devices unless for research purposes.
- **Grading Criteria:** Each project will be graded on concept, design/layout, and execution.
- **Assignment Due Date:** Assignments turned in late will be accepted up to two class periods late. After that, it is an automatic “U” (unless other arrangements have been made.) For every day a project is not turned in, one letter grade will be deducted.
- **Procedures for Assignment Submission:** Students will turn in projects on the date of critique for feedback from their peers and professors. If you are tardy or do not attend class on critique day without prior discussing your absence with your professor, you will not be allowed to present your project.
- **Collaboration Procedures:** Group projects require a lot of work outside of class and each individual’s performance in the group will be assessed by their group mates and professors.
- **Other Course Policies:** Academic integrity is essential. Students are expected to steal inspiration, but if you directly copy existing work, severe penalties will be enforced.

## 12. UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Kelly Center Support Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)

## 13. ADDITIONAL ITEMS NEEDED BY INDIVIDUAL INSTRUCTOR IF APPLICABLE

**Facility Update:** The Schmidt Foundation Center for Art and Design Hall will be open from 7:00 AM–9:00 PM, Monday through Friday. Students will need to obtain a “Night and Weekend Pass” from the main office to be in the building after hours, on weekends, and on holiday breaks when the building is locked. Each student major will have access to enter the building with their Tiger ID card and must keep their pass with them while in the building as the campus police will be patrolling the premises each night and will ask to see the student’s pass and Tiger ID. Anyone who does not have their Night and Weekend Pass and ID with them will be asked to leave by campus police (if it is after regular hours or on a holiday break). The student may come back if they have those two items with them.