



01

INSTRUCTOR INFORMATION

Karrie Simpson Voth

Department Chair and Professor of Graphic Design

Office: CAD 121

Phone: 785-628-5921 or 785-628-4247 (Art and Design office)

E-mail: ksimpsonvoth@fhsu.edu (preferred method of contact)

Office Hours: Mondays: 2:00–4:00 pm and Tues/Thurs 10:30 am–Noon and 2:00–4:00 pm

Schedule an Appointment: <https://calendly.com/ksimpsonvoth>

02

COURSE INFORMATION

Class Hours: 9:00-10:15 (TT)

Facebook Class Group: FHSU Professional Development in Graphic Design 2024–2025

03

COURSE DESCRIPTION & LEARNING OUTCOMES

An exploration of the graphic design field, from major design industries to design disciplines, the study of significant career development issues, and the creation of an optimum portfolio and marketing strategy in preparation for future employment opportunities.

Learning Outcomes

1. Students will learn evolving graphic design market, including complete coverage of print and electronic media and the digital design disciplines that offer today's most sought-after jobs.
2. Students will learn graphic design theory through research and how it applies to current design trends.
3. Students will establish professional goals.
4. Students will address significant career development issues through research and how to correct them.
5. Students will prepare marketing documents to provide a platform for interviews.
6. Students will prepare for professional interviews through analysis of different expectations.
7. Students will learn when and how to apply business and legal forms.
8. Students will create a portfolio that is professional, well-edited, and smartly paced.
9. Students will develop self-promotional materials and a website.

04

TEXTBOOK & COURSE MATERIALS

Required Textbooks (for both fall and spring semesters):

- *“Stand Out: Design a Personal Brand. Build a Killer Portfolio. Find a Great Design Job”* by Denise Anderson
- *“Mind Your Business: A Workbook to Grow Your Creative Passion into a Full-Time Gig”* by Ilana Griffo

Required Supplies (for both fall and spring semesters):

- 3-Ring Binder (2”), 7 Tab Dividers (labeled according to “Topics to be Covered”)
 - External Hard Drive or Solid-State Drive (1 TB)
 - External Hard Drive or Solid-State Drive (1 TB)
- I suggest the SanDisk 1TB Extreme Portable SSD, #SDSSDE61-1T00-G25 (\$83–120 on Amazon)

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 when 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). Students are encouraged to utilize the two Mac labs in the department (rooms 202 and 210). Ideally, your computer’s warranty should be supported by the manufacturer throughout your college career. 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 your program/courses.

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/. If you have any technical issues, contact FHSU TigerTech 785-628-3478, and notify the professor.

Most courses in Graphic Design and Motion Design programs require some horsepower when it comes to hardware and software. The computers in either computer labs 202 or 210 are sufficiently updated and should be utilized as much as possible for student projects. In the event of hybrid instruction, students may also work from home on a personal computer or laptop.

05

STUDENT 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.

06

TEACHING METHODS & EXPECTATIONS

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 your grades, announcements, links to video content, and more. Blackboard is good about sending alerts, but it is always good to check the course page early and often.
- **Facebook**
Please join the group called "FHSU Professional Development in Graphic Design 2023–2024." This will be one of the main communication platforms we use due to the versatility of the tools provided. Announcements will be posted here, and we will use it for critique when outside of class. Please turn your notifications on for this course.
- **Google Drive**
Each student will have their own folder within the "Professional Development 2023–2024" Google Drive folder. Students will be responsible for putting specified projects into their folders to be graded.
- **Zoom**
Zoom video conferencing technology is the primary tool used to deliver live lectures and demonstrations if class is not able to be held in person. Zoom provides screen sharing, whiteboard space, break-out rooms, and other features necessary for collaboration. The recorded sessions will be made available for later viewing and reference.

07

ASSESSMENT METHODS & GRADING CRITERIA

Grading Criteria and Course Instruction

The subject matter will be taught through a combination of lectures, discussions, readings, collaboration, and independent research. Students will be responsible for completing assigned worksheets and projects given over covered topics. Projects and their equivalent point values are listed below. A total of 900 points are possible. Grades will be posted on Blackboard in a timely manner.

- | | | |
|---------------------------------------|---------|---|
| • Worksheets: 375 pts | 955—810 | A |
| • Marketing Package: 300 pts | 860—720 | B |
| • "The Big Interview" Project: 80 pts | 765—630 | C |
| • Mock Interview: 100 pts | 670—540 | D |
| • Website Plan: 100 pts | 575—0 | U |

08

COURSE POLICIES

Class Attendance/Participation:

Students are expected to attend all class meetings. Lectures will be given on any day and you will be expected to know the material for class discussions and projects. Three unexcused absences will result in the loss of a letter grade at the semester. Five unexcused absences will result in the final grade of "U". Excused absences are illness and official University travel. If you know you will have to be absent, please call, e-mail, or leave a message with the art office (628-4247). Please be on time to class. Being tardy two times will equal one absence, and so on.

Assignment Due Date:

When a deadline is set, you are expected to meet it on time. You will have to spend extra time out of class to work on your projects. Only serious reasons will be accepted for an extension. Unless prior arrangements are made, all projects are due on the noted day. For every day late a project is turned in, one letter grade will be deducted from the total grade. 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).

Procedures for Assignment Submission:

Each project will have an associated Learning Module on Blackboard. Students will be required to print and/or upload their finished project in the class Google Drive before class begins on the due date.

Cell Phone Policy

Unless using a mobile device for research or taking notes please keep them silent and out of reach. Texting and taking phone calls are prohibited unless prior permission is obtained.

Facility Hours & Policies

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).

09

UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Health and Wellness Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)

10

ARTIFICIAL INTELLIGENCE (AI) POLICY

Visual Imagery Creation STRICTLY PROHIBITED:

The use of AI-generated imagery is strictly prohibited in this course. Academic integrity is essential. Assignments that are suspected of or found to be plagiarized or employ the use of unauthorized AI tools will be subject to the University Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

Written Content Creation with Prior Permission:

Students can use AI-generated texts only on designated portions of written assignments in this course if instructor permission is obtained in advance and the content generated is properly cited. Unless given permission to use AI tools, each student is expected to complete each assignment without substantive assistance from AI. Unauthorized or suspected unauthorized use of AI will be subject to the FHSU Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.