GDES 4350 Advanced Design Material Topics: Print Product Production

In-depth studio investigation of specific media: letterpress, screen printing, bookmaking
(3.0 cr pre-req: GDES major, GDES2345, GDES3312 or grad student; A-F or Aud)

FALL 12
MW 1145–155 McNeal B9 & B22

COURSE DESCRIPTION
Advanced/Design Material Topics offers an opportunity for students to expand upon their experience in traditional material expression, such as letterpress, screen, and relief printing, and bookmaking.

Students will explore graphic design communication through group and individualized projects in a cohort, and under the supervision of graphic design faculty.

This offering will offer students opportunities to design and produce traditional printed and paper (and/or fabric) products, such as books, stationery, decorative papers and products.

OBJECTIVES
Students in this course will:
—explore graphic expression through traditional and digital media to develop print products such as books, stationery, decorative papers, etc
—pursue individualized projects based on personal objectives, as negotiated with instructor
—engage in cooperative learning experiences with peers through studio interaction and group critique
—refine skills in specific material production (as defined by specific offering)
—learn to define appropriate design objectives for personally defined creative communication projects
—produce refined works of visual communication (in media defined by specific offering)

STUDENT LEARNING OUTCOME —communicate effectively

Students will create effective visual communication through studio projects in letterpress and screen printing. For example, students create a series of designs expressing specific ideas, attitudes, and styles. Students will initiate individualized projects that convey a specific message with words and/or imagery. Students experiment with solutions, critically analyze the results of their own solutions and those of their peers, and make modifications to their solutions based on the critique.

Students’ visual work will be assessed in terms of its compositional and expressive effectiveness. Students present their studio (visual) solutions in class and submit them for evaluation.

CLASS FORMAT
Class periods will be made up primarily of discussion and critique sessions. There will also be demonstrations and some studio time. Assignments will include project proposals, design production, and analysis of your work. While each student will produce individual, original work; collaboration and teamwork are encouraged for printing production. Students must commit to significant studio work on individual projects outside of scheduled class sessions.
GRADING
Your course grade will be based on design process, studio performance, and solutions to 4 projects: letter grades will be assigned to each project, and weighted as follows:

- **[20%] PROJECT 1** — patterns for print: letterpress and screen printing
- **[20%] PROJECT 2** — paper products: basic bookbinding and stationery
- **[20%] PROJECT 3** — individualized project
- **[40%] PROJECT 4** — individualized project: theme and statement

Individual projects will be collected and graded as they are due.

GRADE DEFINITION
A–F grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

- **A** achievement outstanding relative to the level necessary to meet course requirements
  ['excellent' above & beyond: initiative, creativity]
- **B** achievement significantly above the level necessary to meet course requirements ['good']
- **C** achievement that meets the basic course requirements in every respect ['just fine']
- **D** achievement worthy of credit even though it does not fully meet the basic course requirements in every respect
- **F** performance that fails to meet basic course requirements and is unworthy of credit

see also: [http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html](http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html)

CRITERIA
Design work will be evaluated in terms of:

- **concept** creativity expression:
  effectiveness in the development of content to meet the objectives of the assignment
- **design** effective design aesthetic with regard to composition
- **design principles**
- **skill** technical precision of image making and printing (i.e. craft)
- **process & performance** can influence your grade: challenge; active, engaged critique participation; attendance; timeliness; and studio performance & cooperation
- **late work** will be accepted at the following class meeting only, and will be marked down one full letter grade. note: work not presented at critique is considered late.
- **absence** missing more than 2 studio sessions will result in a course grade one full grade lower than otherwise earned.

EXPECTATIONS
You are expected to attend all class sessions, be punctual and not leave class early. You are also expected to present your work at critiques, participate in critiques of your own and others' work, and show respect for your colleagues at all times. You are expected to participate in class discussion and critique—your final grade will reflect your contribution to the class as well as the quality of your work.

There will be a studio clean up every 3–4 weeks and very thorough clean up at the end of the semester. All type must be distributed to its proper case/storage, and screens must be reclaimed. This semester-end clean up is mandatory and counts toward your course grade.
UNIVERSITY STANDARDS & POLICIES | STUDENT EXPECTATIONS

CLASSROOM CONDUCT
All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled).
See http://www1.umn.edu/regents/policies/academic/Student_Credit_Codes.pdf

ACADEMIC MISCONDUCT
Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student’s own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another’s work. Discovery of academic misconduct is grounds for an “F” or “N” in the course.

INCLUSIVITY
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO-AA.pdf

AVAILABILITY OF DISABILITY AND MENTAL HEALTH SERVICES:
The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or ds@umn.edu.
- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

ACADEMIC SERVICES
If you would like additional help, please contact one of the offices listed below

Center for Writing 10 Nicholson Hall, Mpls 612-626-7579
Student Academic Success Service 340 Appleby Hall, Mpls 199 Coffey Hall, St. Paul 612-624-3323
ADDITIONAL UNIVERSITY POLICIES

SEXUAL HARASSMENT
http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

ACADEMIC FREEDOM AND RESPONSIBILITY
http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

MAKE UP WORK FOR LEGITIMATE ABSENCES
http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html

PERSONAL ELECTRONIC DEVICES IN CLASSROOM
http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html

USE OF CLASS NOTES AND MATERIALS
http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html

ACADEMIC WORKLOAD EXPECTATIONS
For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.”
(http://policy.umn.edu/Policies/Education/Education/STUDENTWORK.html)

EXPECTATIONS
You are expected to attend all classes and participate in discussions and critique of your own and others’ work. Work that isn’t presented at critique will be considered late.
Professional and ethical behavior is required. Misrepresentation of work, use of copyrighted material without permission, or negligence in citing sources will be grounds for failure. Appropriate, respectful behavior is expected of everyone. Along the way, you are expected to work hard, learn a lot, create beautiful arrangements of type, and have some fun.

EXPECTATIONS OF STUDENTS
▶ Students are responsible for all class meetings, including any information in the syllabus.
▶ Students are responsible for being on time and preparing for all class sessions.
▶ Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
▶ Students are responsible for seeking help when needed.
▶ Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor.

RECORDS
Digital copies of your work may be kept and used for teaching and program promotion. Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

HOUSE RULES
Whether we are engaged in group activities or doing individual studio projects, the designated class hours are intended for typography studio activities. Your skill and creativity thrive in an atmosphere of open interchange among yourselves and with me. In the lab, the myriad opportunities, responsibilities, and distractions of the digital world are at your fingertips. YOU MUST RESIST. In other words, no email, internet exploration, headphones, or work from other classes MW 1145-155 till after December 12th. MAKE SURE PHONES ARE TURNED OFF DURING CLASS—in an emergency, take calls out of the classroom/studio.
## COURSE OUTLINE & SCHEDULE

--- *SUBJECT TO CHANGE AS ANNNOUNCED IN CLASS*

<table>
<thead>
<tr>
<th>weeks</th>
<th>dates</th>
<th>monday</th>
<th>wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–4</td>
<td></td>
<td><strong>project 1</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DESIGN MATERIALS</td>
<td>MATERIAL DESIGN : PATTERNS FOR PRINT</td>
</tr>
<tr>
<td></td>
<td>09.05</td>
<td>introduction, design materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>09.10</td>
<td>pattern print production: letterpress//relief//screen plans and execution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>09.17</td>
<td>pattern print production: execution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>09.24</td>
<td>critique presentation &amp; discussion; proposals for project #2</td>
<td></td>
</tr>
<tr>
<td>5–8</td>
<td></td>
<td><strong>project 2</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>MATERIALS TO PRODUCTS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.01</td>
<td>product structures: basic bookbinding &amp; stationery formats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.08</td>
<td>product plans and execution : in process critique. project 3 discussion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.15</td>
<td>product execution, completion, critique. project 3 proposals</td>
<td></td>
</tr>
<tr>
<td>9–11</td>
<td></td>
<td><strong>project 3</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>INDIVIDUALIZED PROJECTS : PRINT NARRATIVE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.22</td>
<td>development plans for project #3; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.29</td>
<td>progress update/working critique; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.05</td>
<td>progress update/working critique; studio production.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.05</td>
<td>project 3 completion, presentation &amp; documentation; proposals for project #4</td>
<td></td>
</tr>
<tr>
<td>12–15</td>
<td></td>
<td><strong>project 4</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>PRINT PRODUCT PRODUCTION</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.12</td>
<td>development plans for project #4; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.19</td>
<td>progress update/working critique; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11.26</td>
<td>progress update/working critique; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12.03</td>
<td>progress update/working critique; studio production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12.10</td>
<td>project 4 completion, presentation &amp; documentation; (CDES imaging lab)</td>
<td></td>
</tr>
</tbody>
</table>

*final*