GDES 3351 (section 03), Text & Image, is an upper-level studio course in the graphic design program, with a focus on using images and type to communicate visually. The course will build on typographic, compositional and imaging skills that students have started to develop in their earlier classes. The design of series, sequences and publications will extend the potential of image/type relationships.

The class structure is primarily studio-oriented and project-based, although there will be readings assigned and some required writing. The hands-on “doing” of design will be supplemented with lectures, demonstrations, critiques, and possible field trips and guests. Exposure to the technical aspects of graphic arts production for printing will supplement the creative and problem-solving exercises.

The course has these main objectives:

a. to increase student’s facility with image and type composition
b. to strengthen students’ conceptual abilities in using image and type to communicate visually, through the integration of form and meaning
c. to increase students’ technical facility in using various hardware and software to design and produce graphic works (this includes “low tech” tools too)
d. to expose students to the technical processes inherent in the production of printed and electronic graphic works
e. to provide experiences in solving problems, and posing questions, in a variety of formats
f. to deepen the students’ awareness of visual media, including contemporary aesthetics through critical and analytical exercises

University of Minnesota Student Learning Outcomes (Upon course completion, students…)

Can identify, define, and solve problems…
By applying the elements and principles of design through the iterative design process; by proposing solutions, incorporating feedback and refining design proposals; by experimenting, innovating and testing ideas involving image and text compositions.

Can communicate effectively…
By making oral and visual presentations; by participating in critiques; by developing a critical vocabulary; by concurrently considering message content and visual form.

Text
There is not an assigned textbook. Readings will be handed out periodically and some assigned readings may be placed on reserve at the MacGrath (St. Paul) Library circulation desk.

Materials
+ budget of approx. $150 for prints, copies + miscellaneous tools
+ sheet adhesive and mounting board (ruler, x-acto knife, etc.)
+ paper or notebook for sketching + other as needed, per assignment
+ variety of fine, medium and thick markers + digital media storage
**Attendance policy**
Daily attendance is required to learn the course material. Absences should be for substantiated medical and personal emergencies only. Two unexcused absences are the maximum allowed before lowering the student’s course grade.

**Punctuality policy**
Please arrive on time and plan to stay the entire session, unless notified otherwise. Being substantially late (>5 minutes) is disruptive to the class and the professor, and will be counted as an absence. Assignments are also due on the specified date; late assignments will be lowered a letter grade.

**Assignment policy**
Assignment sheets will be handed out for each project, describing the project parameters in detail and providing interim and final due dates. Pay attention to the constraints of the assignment, so that your time and effort are used effectively. Assignments may be resubmitted once, within a week of the due date, for a maximum 5 point upgrade. There are no extra credit options. Assignments are due at beginning of class or other specified time; assignments are generally returned within two weeks of due date. If you miss a due date, turn it in afterwards as soon as possible. For missed in-class presentation, give it the next class meeting.

**Conduct policy**
A studio setting is conducive for an informal atmosphere, with student interaction an expected benefit. Please keep the focus on the task at hand too, and be respectful of your classmates and their work. **Turn off cell phones and other personal devices; refrain from non-related web browsing; earbud/headphone use only during individual studio time!**

**Communication policy**
There are times when I’ll need to reach the class for special announcements, due date changes, etc. It is required that you maintain a University of Minnesota email account, and check it daily, or as close to daily as is reasonable. If you prefer using an non-UMn email address, then set up your “U” account so that it forwards to the other one.

**Release of Work Statement**
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).

**Grading policy**
Project grades are determined by the following criteria, each assigned a value between 1 and 10 (1 is low, 10 is high, x 3 for a max of 30). The numerical scores are weighted against the project percentages (24 @ 30%, 28 @ 20%, etcetera), and calculated objectively to arrive at the final course grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>29-30</td>
<td>outstanding</td>
</tr>
<tr>
<td>A-</td>
<td>27-28</td>
<td>excellent</td>
</tr>
<tr>
<td>B+</td>
<td>25-26</td>
<td>very good</td>
</tr>
<tr>
<td>B</td>
<td>23-24</td>
<td>good</td>
</tr>
<tr>
<td>B-</td>
<td>21-22</td>
<td>okay</td>
</tr>
<tr>
<td>C+</td>
<td>19-20</td>
<td>not bad</td>
</tr>
<tr>
<td>C</td>
<td>17-18</td>
<td>adequate</td>
</tr>
<tr>
<td>C-</td>
<td>15-16</td>
<td>weak</td>
</tr>
<tr>
<td>D</td>
<td>11-14</td>
<td>poor</td>
</tr>
<tr>
<td>F</td>
<td>6-10</td>
<td>failing</td>
</tr>
<tr>
<td>T</td>
<td>technique (craftsmanship, neatness, exactitude, finesse)</td>
<td></td>
</tr>
<tr>
<td>L</td>
<td>layout (composition, legibility, readability, spatial relationships, use of design principles and elements)</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>concept (quality and originality of ideas, appropriateness, creativity)</td>
<td></td>
</tr>
</tbody>
</table>
GDES 3351 Text & Image

Steven McCarthy, MFA Professor

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

UNIVERSITY POLICIES

Grading Structure:
http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html

Make Up Work for Legitimate Absences:
http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html

Personal Electronic Devices in Classroom:
http://www.policy.umn.edu/Policies/Education/Education/STUDENTRESP.html

Use of Class Notes and Materials:
http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html

Scholastic Dishonesty and Student Conduct Code:
http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

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

Statement on Climate of 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.
### GDES 3351 Text & Image

**Steven McCarthy, MFA Professor**

**Weekly class schedule (underlined item is deliverable)**

**January**
- 16. introduction to course, instructor, each other
- 18. in class exercise: caption the image, illustrate the quote
- 23. present exercise results; begin work on assignment 1
- 25. work in progress
- 30. assignment 1 rough presentation

**February**
- 1. work in progress
- 6. assignment 1 due (25%), critique
- 8. lecture/demonstration; begin assignment 2
- 13. work in progress
- 15. field trip to Minnesota Center for Book Arts
- 20. assignment 2 rough presentation (to client)
- 22. work in progress
- 27. work in progress

**March**
- 1. work in progress
- 6. assignment 2 revised presentation (to client)
- 8. work in progress
- 13. SPRING BREAK
- 15. SPRING BREAK
- 20. assignment 2 final design (30%); critique, selection
- 22. lecture/demonstration; begin assignment 3
- 27. work in progress
- 29. assignment 3 rough presentation

**April**
- 3. work in progress
- 5. assignment 3 due (20%), critique
- 10. lecture/demonstration; begin assignment 4
- 12. work in progress
- 17. work in progress
- 19. assignment 4 rough presentations
- 24. work in progress
- 26. assignment 4 revised presentation

**May**
- 1. work in progress
- 3. assignment 4 due (30%), FINAL critique

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**The fine print**
This syllabus is meant to provide a schedule for the semester, and is subject to change with unforeseen circumstances; reasonable notice will be given.