ARTD 309 - Syllabus

**ENVIRONMENTAL DESIGN**

Semester: Spring 2021

Credit hours: 3

Date: TBA

Time: TBA

Location: TBA

**CONTACT INFORMATION**

Instructor: TBA

Office: TBA / Email: TBA / Phone: TBA

**Coastal Carolina University is an academic community that expects the highest standard of honesty, integrity and personal responsibility. Members of this community are accountable for their actions and are committed to creating an atmosphere of mutual respect and trust.**

**COURSE DESCRIPTION**

ARTD 309 Environmental Design. (3 credits) [prereq: BFA major only) An introduction to the production of packaging and environmental graphics. Students explore printing processes associated with the production of packaging, point-of-purchase displays, wayfinding and environ mental design while considering use of color and typography. S.

**COURSE OBJECTIVES**

During this course students will:

* Locate and categorize elements of environmental design.
* Evaluate the impact wayfinding has on our daily lives.
* Compare and critique the influence of environmental design on human behavior.

**STUDENT LEARNING OUTCOMES**

At the conclusion of this course the student should be able to:

* Recognize and reproduce commonly successful branding solutions and explain why choices were made.
* Synthesize attributes of wayfinding and their significance in modern society.
* Distinguish between engaging and disengaging environmental graphics and why.

**ATTENDANCE**

Students are obligated to attend class regularly. Absences, excused or not, do not absolve a student from the responsibility of completing all assigned work promptly. Students who miss assignments, announced quizzes, or other course work obligations due to excused absences will be allowed to make up the work in a manner deemed appropriate by the instructor. It will be the responsibility of the student to contact the instructor and make arrangements at the convenience of the instructor. The instructor is not obligated to allow a student to make up work missed due to an unexcused absence.

Absences will be excused for documented cases of:

* incapacitating illness,
* official representation of the University (excuses for official representation

of the University should be obtained from the official supervising the activity),

* death of a close relative, and
* religious holidays.

Department of Visual Arts policy dictates:

* THREE unexcused absences are the maximum without penalty
* After the FOURTH unexcused absence, the student’s final grade will be reduced by a full letter grade
* After the FIFTH unexcused absence, the student’s final grade will be reduced another full letter grade.
* After the SIXTH unexcused absence, the student will automatically fail the course

Late Work Policies/Make-up Work Policy: Work may only be made up if the instructor deems the absence excused. Such exceptions will be based on the above policy and the instructor’s discretion.

Class Attendance section Coastal Carolina University Catalog:

<https://www.coastal.edu/academics/catalog/>

**GRADING**

Evaluation of student performance in this course will be based on a system of points, with 500 total possible points for exercises, projects and exams as outlined below. Adjustments to the grading scheme, number of assignments, due dates, and overall course plan may be made as necessary.

A (90-100%) = Excellent

Superior performance, far above what can normally be expected from a student at this class level.

B (80-86%) / B+ (87-89%) = Good

Better than what can normally be expected from a student at this class level.

C (70-76%) / C+ (77-79%) = Average

What can normally be expected from a student at this class level.

D (60-66%) / D+ (67-69%) = Poor

Less than what can normally be expected from a student at this class level.

F (0-59%) = Failing

Unacceptable level of performance. Far below what can be normally expected from a student at this class level.

Fx = Failing

Assigned when failure occurs as a result of academic dishonesty.

**GRADING BREAKDOWN**

Project 1 - 100pts

Project 2 - 100pts

Project 3 - 100pts

Project 4 - 100pts

Midterm exam – 50pts

Final exam – 50pts

**Total = 500pts**