ARTD 397 - Syllabus

**VISUAL COMMUNICATION DESIGN EXHIBITION**

Semester: Fall 2020

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 397 Visual Communication Design Exhibition. (3 credits) (prereq: BFA major only, ARTD 309) In this course, students learn to develop systems and methodologies for solving real-world, pragmatic design problems. Students begin by identifying an area of research and discussing its relationship to graphic design. Students address social, environmental, political, linguistic, philosophical, and cultural issues through an independent, self-authored graphic design project that requires experimentation, adaptability, and specialization. Upon completion students professionally display their project in a group exhibition. S.

**COURSE OBJECTIVES**

During this course students will:

* Explore the history, theory and principles used in design and properly apply them to a senior research project.
* Demonstrate an ability to articulate and back-up conceptual and design choices both verbally and in written form using recognized design vocabulary.
* Be able to plan, develop, and create a self-authored senior project suitable to for a gallery exhibit.

**STUDENT LEARNING OUTCOMES**

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

* Explain and critique the concepts that underpin the visualization of design content.
* Explain and critique appropriate methods, tools, and techniques historically used to create design.
* Demonstrate proficiency and self-direction in choosing a theme, concept or idea and integration of materials and media with that theme or concept.
* Demonstrate proficiency in professionally presenting a body of work in the Senior Exhibition.

**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 project presentations, final project and defense of exhibition 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 Research Presentation (10%)

Midterm Project Presentation (20%)

Exhibit Project and installation (50%)

Defense of Exhibition Project (20%)