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AVT 413/519

Professional Design Practices

SPRING 2018

Section 001
Tuesday/Thursday
4:30 PM–7:10 PM
AB 1020

Don Starr
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AB 2050D
Office hours
by appointment
Tuesday/Thursday

GRADING SCALE

A

superior work, all criteria have been surpassed
in a distinguished manner

B

very good work, all criteria have been surpassed

C

adequate, average work meeting all required criteria

D

barely meeting the above criteria

F

failure to meet all of the above criteria

If you are a student with a disability and you need academic accommodations, please notify me then contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be arranged through the DRC.

PREREQUISITES

AVT 313 and 414—or special permission of instructor

COURSE DESCRIPTION

Addresses the nature of the professional graphic designer in terms of career development and self-marketing, visual presentations of design work, preparation of written materials and interview techniques. Special emphasis will be given to the development of a design business, as well as freelance and pro-bono design work.

OBJECTIVES

- Develop an objective “sense-of-self” in preparation for a professional career
- Design and revise design projects for student’s portfolio
- Refine writing skills for resume and cover letters
- Develop advanced presentation skills, as well as client and workplace relationships
- Learn basic business principles for design studio start-up and freelance work
- Encourage membership in professional organizations such as AIGA and ADCMW

CONTENT

Each student will analyze their current portfolio in respect to their projected career goals. With the instructor, they will develop one or more design projects in include in the portfolio. Personal identity system will be designed or refined, including logo, resume and cover letter. Presentation skills will be developed via mock and “real-world” interview and portfolio review assignments. Students will also explore new technologies in presenting their work online and digital formats.

TEXTBOOKS & MATERIALS

- *How to be a Graphic Designer Without Losing Your Soul* by Adrian Shaughnessy, New Ed. 2010 (required)
- *Graphic Artist Guild Handbook: Pricing and Ethical Guidelines, 14th Ed.* by GAG (required)
- *Professional Practices in Graphic Design* by AIGA (recommended)
- Professional presentation portfolio (**to be discussed in class**)
- Super-Black mounting boards, sketchbook, layout marker paper pad, USB flash drive, various resources & project-dependent supplies.

PERFORMANCE REQUIREMENTS

Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time and prepared—with no exceptions. Not being *properly prepared with required preliminary work* is considered an absence from the class. Final projects are due **at the beginning of class**. Projects turned after the start of class are automatically reduced 1/2 letter grade. **Late projects (after the end of class on the due date) will not be accepted.**

If compelled to miss a class, you must email the instructor with an acceptable explanation* **within 6 hours** to be excused. If absent, you are responsible for materials covered in class. Please “buddy-up” with a classmate for this information. **Unexcused absences will gravely effect successful completion of the course—three unexcused absences will result in the automatic failure of the course. Period.** Excessive tardiness will also affect your final grade (3 unexcused late arrivals equals an unexcused absence).

Per University Policy, personal communication devices must be turned to “silent mode” and put away. The instructor will keep their cell phone active to assure receipt of any Mason Alerts in a timely fashion.

Eating during class time is distracting in many ways—please finish any snacks or meals prior to our class

EVALUATION

All final projects will be graded by the following criteria: **concept, development, and presentation**. Concept—developed through research, schematic thumbnail sketches and computer roughs—has the same weight as execution. Proper professional presentation on required materials also has equal weight as the first two. Final semester grade is determined by final project grades (50%), assignments (20%) and class presentations (30%). A **branded** professional digital portfolio of all final projects must be submitted via Blackboard. Class schedule is subject to change and is located online at: thestarr.com/teaching/avt413/schedule

University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

Important Dates

January 22	First Day of Classes
January 29	Last Day to Add Classes
February 23	Final Drop Deadline
March 12–18	Spring Break
May 5	Last Day of Classes/Final Exam Period Begins May 4
May 18	Commencement

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

ArtsBus Credit and Policies

You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. **For credit to appear on your transcript you must enroll in AVT 300.** This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. * If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300*

Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

ArtsBus Dates for Spring 2018

February 24 | March 24 | April 14

Visual Voices Lecture Series Spring 2018

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: <http://soa.gmu.edu/visualvoices/>

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit itraining.gmu.edu to see the schedule of workshops and to sign up.