FAU
FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Undergraduate Programs

Department Visual Arts & Art History

College Arts and Letters

***Current* Course Prefix and Number** GRA4194C	***Current* Course Title** Visual Design Lab 3

*Syllabus must be attached for **ANY** changes to current course details. See [Checklist](). Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:

RI: Visual Design Lab 3

Change prefix

    From: To:

Change course number

    From: To:

Change credits*

    From: To:

Change grading

    From: To:

Change WAC/Gordon Rule status**

    Add ☐   **Remove** ☐

Change General Education Requirements***
    Add ☐   **Remove** ☐

*Review [Provost Memorandum]()
**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See [WAC Guidelines]().
***General Education criteria must be indicated in syllabus and approval attached to this form. See [GE Guidelines]().

Change description to:

This Graphic Design course focuses on theoretical principles and the practical application of graphic design to three-dimensional structures which may include but are not limited to package, environmental, and exhibition design. Practical and conceptual concerns, materials, context, and brand application are addressed. Emphasis is on appropriateness, creativity and portfolio-quality work.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Date (TERM & YEAR)	**Terminate course**
Fall 2022	**List final active term**

Faculty Contact/Email/Phone Stephanie Cunningham cunningh@fau.edu 954-236-1364

Approved by	***Date***
Department Chair	10/26/21
College Curriculum Chair	10.26.21
College Dean	11-5-2021
UUPC Chair *Dan Meeroff*	12-6-21
Undergraduate Studies Dean *Edward Pratt*	12-6-21
UFS President	
Provost	

Email this form and syllabus to [mjenning@fau.edu]() seven business days before the UUPC meeting.

SYLLABUS

Instructor	Stephanie Cunningham, Professor of Graphic Design
	location: Davie LA325
	email: cunningh@fau.edu
Office Hours	Tuesday & Thursday: 12 – 1, 6 – 7 or by appointment
Communication	Official information is communicated via your FAU email account. You are obligated to regularly check this account and make certain that your box is not full and unable to receive email. All class communication will be conducted by Canvas/FAU email.
Prerequisites	Visual Design Lab 1 & 2, Type Lab 1 & 2
Description	This Graphic Design course focuses on theoretical principles and the practical application of graphic design to three-dimensional structures which may include but are not limited to package, environmental, and exhibition design. Practical and conceptual concerns, materials, context, and brand application are addressed. Emphasis is on appropriateness, creativity and portfolio-quality work.
	Required for all BFA Graphic Design majors. [4 credits]
Research Intensive Course Statement	This course contains an assignment or multiple assignments designed to help students conduct research and inquiry at an intensive level. If this class is selected to participate in the university-wide assessment program, students will be asked to complete a consent form and submit electronically some of their research assignments for review. Visit the Office of Undergraduate Research and Inquiry (OURI) for additional opportunities and information at www.fau.edu/ouri.
Objectives	Students completing this course will gain an understanding of the unique demands of design as it applies to three-dimensional form. Students will use critical thinking to research and develop both form and function with special consideration for materials and process. A critical review of the role of audience and consumption will be conducted.
Required Texts	*Packaging Design: Successful Product Branding from Concept to Shelf, second edition*, Klimchuck & Krasovec, Wiley, ISBN 9781118027066
Recommended	*Do Good Design: How Designers Can Change the World*, David B. Berman, Peachpit Press, ISBN-10 032157320X
	Visual Research: An Introduction to Research Methodologies in Graphic Design, Ian Noble & Russell Bestley, Ava Publishing, ISBN-10 2940373205
	Books are available in the Davie bookstore. Students may buy or rent on-line at www.textbooks.com, www.bnctextbookrental.com, or amazon.com.
Resources	www.thedieline.com, www.fastcodesign.com/, rbird.com/, www.packagingoftheworld.com/, ambalaj.se/, richardshear.wordpress.com/, www.beachpackagingdesign.com/, www.segd.org, www.pinterest.com/mlpenner/environmental-graphics/, www.materialconnexion.com/
	University C*enter for Excellence in Writing*: www.fau.edu/UCEW/
	Boca Campus: SO107, Davie Campus: LA240F

NO cellphone use in class. Please leave the room if you must text or make a call.

Supplies	sketchbook, xacto knife & blades, metal ruler, PVA glue, glue dots, double stick tape, bone folder or stylus, bristol board, digital storage media
	Please note: NO SPRAY GLUE IS PERMITTED IN THE BUILDING—including stairwells.
Preparedness	Students are responsible for securing hand-outs, assignment sheets and lecture notes from Canvas or fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person, by phone or email on an individual basis for those who are late or absent under any circumstance.
	Students must arrive prepared for class with projects or materials. Students who do not comply with this are subject to final grade point deductions. Students who do not participate in critiques or individual discussions with faculty during class should not expect private critiques with faculty.
	Students are required to attend all lectures, work days, presentations, conduct research and actively participate in class discussions and critiques. Final project grades will be based on these factors as well as design process and quality of the work presented. Students are expected to maintain their sketches, notes and research materials. Completion of all assignments by their designated due date is required. Arrange for delivery of your project if you are ill on the day an assignment is due.
Attendance	Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.
	Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.
	3 absences allowed. Each subsequent absence will result in a 5 pt drop in course grade. 3 late arrivals or early departures=1 absence. Arriving over 20 min. late or departing over 20 min. early will be marked as absent. Critique or presentation absences will count as 2 absences.
	Emergencies will be dealt with on an individual basis. Incomplete grades will be granted at the discretion of the professor, and only in the case of a grave individual emergency.

NO cellphone use in class. Please leave the room if you must text or make a call.

Attendance *(cont.)*   You are required to attend 3 DESIGN events this semester as part of your course attendance. Events will be recommended and you are welcome to propose events. You must present evidence of your participation in the form of a photo of you clearly attending the event. Photos are placed in the class Google drive. Events: FAU Design lectures (mandatory), AIGA Miami events *(miami.aiga.org/),* Museum of Art and Design exhibits and events *(www.mdcmoad.org/),* Wolfsonian Museum exhibits and events (*www.wolfsonian.org*), and select events at the Jaffe Center (*www.library.fau.edu/depts/spc/Jaffe-Center/events/index.php*). Other options for finding DESIGN events include eventbrite.com and adfed.org. Events are also posted on Facebook in the "FAU Designers Edge" group.

Evaluation   Projects are graded on concept development, execution, and craft. Sketches & research are handed in with all projects and count towards development. Computer "sketches" will not be accepted unless specifically indicated. Missed deadlines drop the grade 5 pts for each class period. Following instructions is a critical issue in class and helps prepare you for professional life and dealing with clients.

Class preparedness and participation count toward final grade.

Project 1 *	30	Course Grade	A	93-100%	C-	70-72
Project 2 *	20		A-	90-92	D+	67-69
Project 3 *	20		B+	87-89	D	60-66
assignments	10		B	83-86	D-	57-59
exam	10		B-	80-82	F	below 56
participation			C+	77-79		
& instructions	10		C	73-76		
TOTAL	100		*these projects are research intensive*			

UNDERGRADUATE RESEARCH

Student Learning Outcome	**Exposure** Knowledge & Comprehension	**Skill Building** Application & Analysis	**Intensive** Synthesis & Evaluation
Knowledge	-Review current marketplace -Synthesize lecture and readings -Research materials	-Demonstrate understanding through identification of successful existing solutions. -Demonstrate understanding through creation of new solutions -Demonstrate hand skills through well-crafted construction	-Critique solutions in marketplace -Critique class work -Develop innovative solutions that use appropriate materials, processes, and forms
Formulate Questions	-Develop questions to identify product use, sales, and audience	-Develop design briefs with solution objectives	-Frame objectives based on specified audience & market
Plan of Action	-Define steps of inquiry	-Analyze competitors -Interpret appropriate directions -Employ design process	-Create mood and competitor boards -Create mock-ups that visualize solutions
Critical Thinking	-Recognize failures and success in market -Identify functional needs of package -Describe environment and graphic solutions	-Explore potential 3D forms -Examine graphic forms for appropriateness -Develop graphic literacy in context of each project	-Analyze findings -Produce form solutions that serve function -Produce graphics that that serve function and demonstrate competency
Ethical Conduct	-Identify lifecycle of material and processes -Identify false claims, including *greenwashing* -Eliminate potential harm and theft in form	-Recognize ethical issues -Outline concerns/solutions -Identify cradle-to-cradle opportunities in form and materials	-Develop solutions that are practically recyclable -Create solutions using recyclable materials -Innovate forms to address concerns
Communication	-Communicate clearly -Recognize terms	-Identify/develop appropriate visual language -Apply talking points to highlight solution in relation to objectives -Develop professional documentation	-Employ terminology to analyze solutions verbally and in writing -Justify solutions -Document visual solutions for portfolio -Demonstrate graphic competency in execution

COUNSELING AND PSYCHOLOGI-
CAL SERVICES (CAPS) CENTER Life
as a university student can be challenging
physically, mentally and emotionally. Stu-
dents who find stress negatively affecting
their ability to achieve academic or personal
goals may wish to consider utilizing FAU's
Counseling and Psychological Services
(CAPS) Center. CAPS provides FAU stu-
dents a range of services—individual coun-
seling, support meetings, and psychiatric
services, to name a few—offered to help
improve and maintain emotional well-being.
For more information, go to: www.fau.edu/
counseling/

HONOR CODE POLICY STATEMENT:
Students at Florida Atlantic University are
expected to maintain the highest ethical
standards. Academic dishonesty is considered
a serious breach of these ethical standards,
because it interferes with the university mis-
sion to provide a high quality education in
which no student enjoys an unfair advantage
over any other. Academic dishonesty is also
destructive of the university community,
which is grounded in a system of mutual trust
and places high value on personal integrity
and individual responsibility. Harsh penalties
are associated with academic dishonesty. For
more information, see University Regulation
4.001. If your college has particular policies
relating to cheating and plagiarism, state so
here or provide a link to the full policy—but
be sure the college policy does not conflict
with the University Regulation.

DISABILITY POLICY STATEMENT:
In compliance with the Americans with Dis-
abilities Act Amendments Act (ADAAA),
students who require reasonable accommo-
dations due to a disability to properly execute
coursework must register with Student Ac-
cessibility Services (SAS) and follow all SAS
procedures. SAS has offices across three of
FAU's campuses – Boca Raton, Davie and
Jupiter – however disability services are avail-
able for students on all campuses. For more
information, please visit the SAS website at
www.fau.edu/sas/.

SCHEDULE (subject to change)

Classes begin	Jan 5
Spring Break	Mar 4-10
Last Drop	Apr 5
Classes End	Apr 22
Final Exam Day	Apr 25 (Th)
	10:30 – 1 pm

Week 1   T | course overview, project 1
1/8 & 1/10   R | project 1

Week 2   T | project 1
1/15 & 1/17 R | project 1

Week 3   T | project 1
1/22 & 1/24 R | project 1 paper talk

Week 4   T | project 1
1/29 & 1/31 R | project 1

Week 5   T | project 1
2/5 & 2/7   R | project 1

Week 6   T | project 1 class presentation & critique**
2/12 & 2/14 R | project 2

Week 7   T | project 2
2/19 & 2/21 R | project 2

Week 8   T | project 2
2/26 & 2/28 R | project 2

Week 9   T | SPRING BREAK
3/5 & 3/7   R |

Week 10   T | project 2
3/12 & 3/14 R | project 2

Week 11   T | project 2
3/19 & 3/21 R | project 2 class presentation & critique

Week 12   T | project 3
3/26 & 3/28 R | project 3

Week 13   T | project 3
4/2 & 4/4   R | project 3

Week 14   T | project 3
4/9 & 4/11   R | project 3

Week 15   T | project 3
4/16 & 4/18 R | project 3 class presentation & critique

Week 16   T | READING DAY
4/23 & 4/25 R | exam & photographic portfolio due
                    10:30 – 1 pm

see project sheet for specific progress deadlines
**projects may be submitted for undergraduate research symposium*

BIBLIOGRAPHY

Basic Packaging (Structural Package Design), Pepin Press, ISBN 9057681439

Best Packaging and Wrapping Graphics, Pie Books-Japan, ISBN 9784894446946 C3070

Box Bottle Bag: The World's Best Package Designs from TheDieline.com, Andrew Gibbs, How, ISBN-10 1600614191

*Brand Identity Essentials: 100 Principles for Designing Logos and Building Brand*s, Kevin Budelmann, Yang Kim, Curt Wozniak, Rockport Publishers, ISBN-10: 159253578X

Color Design Workbook: A Real World Guide to Using Color in Graphic Design, Adams & Morioka, Rockport Publishers, ISBN-10: 159253192X

Cradle to Cradle, William McDonough & Michael Braungart, North Point Press, ISBN 0865475873

Decoding Design, Maggie McNab, How Books, ISBN-10 1581809697

Designs for Marketing, Primo Angelli, F & W Publishers, 1991 reprint, ISBN 0-93560-3654

Design Literacy: Understanding Graphic Design, Steven Heller, Allworth Press; 2nd edition, ISBN-10 1581153562

Design Studies: Theory and Research in Graphic Design, Audrey Bennett, Princeton Architectural Press, ISBN-10 156898586X

Designing Brand Identity, Alina Wheeler, Wiley Publishing, 2003, ISBN 0471213268

Do Good Design: How Designers Can Change the World, David B. Berman, Peachpit Press, ISBN-10 032157320X

Display: 2-D and 3-D Design for Exhibitions, Galleries, Museums, Trade Shows, John Stones, RotoVision, ISBN 9782888930105

Envisioning Information, Graphics Pr, Edward R. Tufte, ISBN-10 0961392118

Grid Systems in Graphic Design, Josef Muller-Brockmann, Verlag Niggli AG, ISBN 103721201450

Logo, Michael Evamy, Laurence King Publishers, ISBN 185669528X

Interaction of Color: Revised and Expanded Edition, Josef Albers, Yale University Press, ISBN-10 0300115954

New Exhibition Design 2, Jacobo Krauel, Links International, ISBN 8492796790

Package Design Workbook, Steven DuPuis & John Silva, Rockport, ISBN 1592533220

Packaging, Mark Hampshire & Keith Stephenson, ISBN 9782940361717

Packaging Design, Bill Stewart, Laurence King, ISBN 9781856695251

Production for Print, Mark Gatter, ISBN 978-1-85669-699-9

*Really Good Packaging Explained: Top Design Professionals Critiqu*e, Rob Wallace, Rockport Publishers, ISBN-10 1592535453

Show Design, DAAB Media, ISBN 3937718621

Signage and Wayfinding Design, Chris Calori, Wiley, ISBN 0471748919

Simply Packaging, Victor Cheung, Viction:ary, ISBN 978988922958

Structural Packaging, Index Books, Josep Garrofe, ISBN 8496309312

The Big Book of Packaging Prototypes, Edward Denison & Richard Cawthray, RotoVision, ISBN 2888930986

The Green Imperative, Victor Papanek, Thames & Hudson, ISBN 0500278466

The Packaging and Design Templates Sourcebook 2, Luke Herriott, RotoVision, ISBN-10 2888931249

The Power of Paper, Catharine Fishel, Rockport, ISBN 1592530907

Thinking with Type, 2 ed., Ellen Lupton, Princeton Architectural Press, ISBN-10 1568989695

Visual Language for Designers, Connie Malamed, Rockport Publishers, ISBN-10 1592537413

Visual Research: An Introduction to Research Methodologies in Graphic Design, Ian Noble & Russell Bestley, Ava Publishing, ISBN-10 2940373205