

Department of Art Syllabus

I. ART 6803 *Group Critique Workshop*, 3 Credit Hours, Online

This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.

II. PREREQUISITES

None

III. TEXTBOOK

None

IV. COURSE DESCRIPTION

Critique-based seminar course and interdisciplinary forum for graduate students in the MFA in Graphic Design program. Students develop research skills, articulate their artistic productions, and critique the industry at large.

V. RATIONALE

This course focuses on the development and presentation of creative work, including placing the work in historical/aesthetic context, writing about the work, and engaging in verbal, public critique. These activities are designed to prepare students for the first year review, thesis proposal, creative project and thesis paper, as well as support ongoing artistic development.

VI. LEARNING OBJECTIVES AND OUTCOMES

- A. Present work in group critiques.
- B. Discuss work-in-progress with colleagues and fellow workers in professional situations.
- C. Write an artist's statement, biography and project proposal.
- D. Prepare project proposals for creative work and examine them professionally in conferences.
- E. Understand the implications of graphic design for the communication of the Gospel.

VII. COURSE TOPICS

- A. How to critique design

- B. Do you have what it takes
- C. Artist statements
- D. Graphic design goes green
- E. Current trends in graphic design
- F. Graphic design exposure
- G. Culture jamming & graphic design
- H. Crowd sourcing
- I. Higher education & graphic design
- J. Effective teaching
- K. Justin Schultz critique
- L. Staging

VIII. EVALUATION

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

IX. REFERENCES

Airey, D. (2015). *Logo design love: A guide to creating iconic brand identities*. San Francisco, CA: New Riders.

Bringhurst, R. (2004). *The elements of typographic style*. Point Roberts, WA: Hartley & Marks.

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Cullen, K. (2007). *Layout workbook: A real-world guide to building pages in graphic design*. Gloucester, MA: Rockport Publishers.

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Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.

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Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.

Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.

Samara, T. (2014). *Design elements: Understanding the rules and knowing when to break them*. Gloucester, MA: Rockport Publishers.

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