

ART 347 Graphic Design II

Fort Hays State University
Department of Art and Design
Maria Neale, Instructor of Graphic Design

1. COURSE INFORMATION

- ART 347 Graphic Design II (3 credit hours)
- Fall 2024
- Course Pre-requisite: ART 243 Graphic Design I, and ART 245 Computer Assisted Graphic Design (3 credit hours each)
- Classroom: AD 210
- Class Hours: 9:00 am–11:45 am (TT)

2. INSTRUCTOR INFORMATION

- **Instructor Contact Information**
 - Maria Neale, Instructor
 - Office: AD 203
 - Office Hours: By appointment
 - Email Address: meneale@fhsu.edu
 - Office Phone Number: 785-628-5918
 - Other contact information: 785-628-4247 (Art and Design office)
- **Contact Procedure and Policy:** Please email to set up an appointment
- **Senior Administrative Assistant for the Department of Art and Design:** Lauren Sargent
 - Office Location: AD 119
 - Office Hours: Monday–Friday, 8:00 am–4:30 pm
 - Email: lsargent@fhsu.edu 785.628.4247

3. TEXTBOOK AND COURSE MATERIALS

- **Required Textbook(s):** No textbooks required for this course
- **Technology Requirement:**
 - Technology Requirement: All students enrolled at Fort Hays State University are expected to have a computer for use in a variety of university learning experiences. *On-campus students are expected to have a laptop to ensure mobility.*
 - **TigerTech** only provides assistance with accessing and using FHSU-hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.



- **Hardware:** To meet basic security, networking, and upgrade requirements, your computer should be running Mac OS X (or newer). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. Chromebooks and iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply for each course in which you are enrolled.
- **Software:** Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at www.fhsu.edu/tigertech/software/. If you have any technical issues, contact FHSU TigerTech, 785-628-3478, and notify the instructor. The type of design we do in this program requires some horsepower when it comes to hardware and software. The computers in either of our design department laboratories are sufficiently updated and should be utilized as much as possible for student projects.

4. COURSE DESCRIPTION

- **Instructor Course Description:** This course further develops and adds to the skills learned in Graphic Design I. Students will explore a more advanced level of conceptual and visual design using creative solutions in print and packaging design to communicate an idea to a broad audience. Discussion and application of branding and promotional design, as well as a fundamental understanding of cohesive campaigns, target audiences, team building, self-evaluation, and professional presentation, will be a focus.
- **Recommendations for Success:** Students should work outside of class to complete each project, execute projects from initial concepts and sketches to the final product, present finished projects to the class for critique in a professional manner and provide feedback to other students on their work.

5. COURSE LEARNING OUTCOMES

- **Course Learning Outcomes:** *After completing this course, students will be able to:*
 - Learn more advanced operations of the Macintosh computer
 - Learn essential functions of the Adobe Creative Suite programs
 - Integrate knowledge of software programs with other graphic applications such as package design, 2D design, 3D design, interactive design, and motion design.
- **Course Expectations:** *To be successful in this course, students will be expected to:*
 - Deliver projects with a cohesive idea or design concept
 - Meet the requirements of the given assignment
 - Appropriately justify design concepts in their own work
 - Compare and contrast personal ideas with the work of others
 - Apply critical thinking and judgment in order to solve problems
 - Manage time, plan for projects, and be present for class activities.



6. TEACHING, LEARNING METHODS, & COURSE STRUCTURE

Delivery Method: Classes will be fully on campus (unless otherwise stated). Below is a breakdown of each platform we will use for some or all of the semester.

- **Blackboard:** This tool is a university standard and will serve as the central hub for this class. Here you will find announcements, project information, grades, links to instructional content, and more.
- **Google Drive:** Each student will have their own folder within the Graphic Design II Fall 2026 Google Drive folder. Students will be responsible for placing their specific projects in their folders for grading.
- **Other:** Overall, communication is critical to a successful online experience. A secure discussion board or group text environment will keep us connected and provide a relaxed forum for questions and problem-solving.
- **Instructional Approach and Course Structure:** The instruction in this course centers around advancing animation and design skills through advanced techniques. The lessons will rotate between design lectures and workshop-based software instruction. The following is a breakdown of the course's structure.
 - The structure of the course revolves around (5) core projects.
 - Projects will be assigned in person, tentatively following the schedule.
 - Once complete, students will present their projects during class for feedback from their peers and professors.
 - Students will schedule individual critiques for project due dates if a schedule conflict arises and they cannot attend class on the due date. You **MUST** speak with your instructor before the due date in order to receive extended time.
 - Scheduled class sessions consist of lectures and software demonstrations.
 - Recorded class sessions will be posted to the Google Drive for study and reference.
 - Additional curriculum includes hands-on equipment demonstrations, workshops, and guest speakers when available.
 - The Adobe Creative Suite programs are taught in this course.

7. COURSE SCHEDULE

This schedule is tentative and is subject to change during the semester. Students will be notified of the changes through announcements either in class or on the Blackboard course site.

Project 1: Silhouette

Project 2: Personal Infographic

Project 3: 99 Cent

Project 4: Tea or Soap

Final: Sandwich or Bakery



8. PROJECT BREAKDOWN

Each project has a tentative four-week timeline. The first few class sessions focus on concepts and ideas; the middle is reserved for class lectures on techniques and processes, with time for experimentation; and the end is for critiquing the completed projects. This class serves to expand students' portfolios for the job market and to prepare them for the BFA Exhibition and Graphic Design III.

9. ASSESSMENT METHODS AND GRADING SCALE

Student projects will be graded on a letter scale based on design, layout, concept, and execution. Each project will be assigned a letter grade upon completion.

- A (90% and above)
- B (80%–89%)
- C (70%–79%)
- D (60%–69%)
- U (below 60%)

10. STUDENT HELP RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at [FHSU Blackboard Student Tutorials](#). For more information you can contact TigerTech at 785-628-3478 or [FHSU TigerTech](#).

11. COURSE POLICIES

- **Class Attendance:**
 - Students are expected to attend all class meetings. Since new techniques are being demonstrated and lectures and/or critiques given each day, it is imperative to be present. Missing classes can cause the student to fall behind the rest of the class and miss opportunities for in-progress critiques. Since the deadlines are short, it is imperative that students use their time wisely in and outside of class. Once in class, please do not leave early unless you have cleared it with the instructor beforehand. **Three unexcused absences will result in the loss of a letter grade for the semester. Five unexcused absences will result in the final grade of a "U." Please be on time to class. Being tardy to class twice will result in one absence, and so on.**
 - Excused absences are illness and official University travel. If you will be absent, please call or email your instructor, or leave a message with the Art and Design Department office (785-628-4247).



- **Demonstration/Lectures:** It is important for students to take notes during all demonstrations of new techniques and presentations of new projects, so the information is clear, well understood, and available for reference.
- **Class Participation:** Each student is expected to engage and provide feedback for their peers, whether we are discussing ideas or during a formal critique. To do this, students must stay off their devices unless they are using them for research purposes.
- **Grading Criteria:** Each project will be graded on concept, design/layout, and execution.
- **Assignment Due Date:** Assignments submitted up to two class periods late will be accepted. After that, it is an automatic “U” (unless other arrangements have been made). For every day a project is not turned in, one letter grade will be deducted.
- **Procedures for Assignment Submission:** Students will turn in projects on the date of the critique to receive feedback from their peers and instructor. If you are tardy or do not attend class on critique day without prior discussion of your absence with your instructor, you will not be allowed to present your project.
- **Collaboration Procedures:** Group projects require a lot of work outside of class, and everyone’s performance in the group will be assessed by their group mates and instructor.
- **Other Course Policies:** Academic integrity is essential. Students are expected to steal inspiration, but if you directly copy existing work, severe penalties will be enforced.
- **ARTIFICIAL INTELLIGENCE (AI) POLICY:**
 - **Visual Imagery Creation STRICTLY PROHIBITED:** The use of AI-generated imagery is strictly prohibited in this course. Academic integrity is essential. Assignments suspected of or found to be plagiarized or to employ unauthorized AI tools will be subject to the University Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.
 - **Written Content Creation:** Students may use AI-generated text only on designated portions of written assignments in this course if permission is obtained in advance from the professor and the generated content is properly cited. Unless permitted to use AI tools, each student is expected to complete each assignment without substantive assistance from AI. Unauthorized or suspected unauthorized use of AI will be subject to the FHSU Academic Honesty Policy.

12. UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Kelly Center Support Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)



13. ADDITIONAL ITEMS NEEDED BY INDIVIDUAL INSTRUCTOR IF APPLICABLE

Facility Hours: The Schmidt Foundation Center for Art and Design Hall will be open/unlocked from 7:00 AM–9:00 PM, Monday through Friday. Students will need to obtain a “Night and Weekend Pass” from the main office to be in the building after hours, on weekends, and on holiday breaks when the building is locked. Each student major will have access to enter the building with their Tiger ID card and must keep their pass with them while inside. Campus police will patrol the premises each night and will ask to see the student’s pass and Tiger ID. Anyone who does not have their Night and Weekend Pass and ID with them will be asked to leave by campus police (if it is after regular hours or on a holiday break). The student may come back if they have those two items.