



01 INSTRUCTOR INFORMATION

Karrie Simpson Voth

Department Chair and Professor of Graphic Design

Office: CAD 121

Phone: 785-628-5921 or 785-628-4247 (Art and Design office)

E-mail: klsimpsonvoth@fhsu.edu (preferred method of contact)

Office Hours: MWF: 10:30 am–12:00 pm and 2:00–4:00 pm (Mondays only)

TT: 10:30–12:00 pm and 2:00–4:00 pm

Schedule an Appointment: <https://calendly.com/ksimpsonvoth>

Maria Neale, Graduate Teaching Assistant

Office: CAD 201

E-mail: meneale@mail.fhsu.edu

Office Hours: By appointment

02 COURSE INFORMATION

Class Hours: 9:00-10:15 (TT)

**If you can stay until 11:45 through March 1, that would be ideal.*

Facebook Class Group: FHSU Professional Development in Graphic Design 2023-2024

03 COURSE DESCRIPTION & LEARNING OUTCOMES

This course is an extension of ART 650: Professional Development in Graphic Design. We will continue to explore the graphic design field, from major design industries to design disciplines, the study of significant career development issues, and the creation of an optimum portfolio and marketing strategy in preparation for future employment opportunities. The culminating project will be a group exhibition of work which includes the creation and development of promotional materials.

Learning Outcomes

1. Students will further explore the evolving graphic design market, including complete coverage of print and electronic media and the digital design disciplines that offer today's most sought after jobs.
2. Students will finalize professional goals.
3. Students will finalize marketing documents to provide a platform for interviews.
4. Students will learn when and how to apply business and legal forms.
5. Students will create a portfolio that is professional, well-edited, and smartly paced.
6. Students will develop self-promotional materials and a website.
7. Students will present finished portfolio work in a public exhibition which includes the creation and development of promotional material.

04 TEXTBOOK & COURSE MATERIALS**Required Textbooks (for both fall and spring semesters):**

- *“Stand Out: Design a Personal Brand. Build a Killer Portfolio. Find a Great Design Job”* by Denise Anderson
- *“Mind Your Business: A Workbook to Grow Your Creative Passion into a Full-Time Gig”* by Ilana Griffo

Required Supplies:

- 3-ring binder from ART 650 Professional Development
- External Hard Drive or Solid-State Drive (1 TB)
Suggested: SanDisk 1TB Extreme Portable SSD, #SDSSDE61-1T00-G25 (\$95 on Amazon)

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 assists 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). Students are encouraged to utilize the two Mac labs in the department (rooms 202 and 210). Ideally, your computer’s warranty should be supported by the manufacturer throughout your college career. 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 to your program/courses.

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 and/or GTA.

The majority of courses in the Graphic Design and Motion Design programs require some horsepower when it comes to hardware and software. The computers in either computer labs 202 or 210 are sufficiently updated and should be utilized as much as possible for student projects. In the event of hybrid instruction, students may also work from home on a personal computer or laptop.

05 STUDENT 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.

06 TEACHING METHODS & EXPECTATIONS**Delivery Method:**

Classes will be fully on campus (unless otherwise stated). Zoom will only be implemented if we must switch to a hybrid or online learning platform due to a rise in COVID cases. 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 your grades, announcements, links to video content, and more. Blackboard is good about sending alerts, but it is always good to check the course page early and often.
- **Facebook**
We will continue to use the group we started in fall 2023 called "FHSU Professional Development 2023–2024" This will be one of the main communication platforms we use due to the versatility of the tools provided. Announcements will be posted here and we will use it for critique when outside of class. Please turn your notifications on for this course.
- **Google Drive**
Each student and team will have individual folders within the GD Exhibition Google Drive folder. Students will be responsible for putting their specific projects into their folders to be graded.

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ASSESSMENT METHODS & GRADING CRITERIA

Grading Criteria

Students will be responsible for completing assigned worksheets and projects given over covered topics. Projects and their equivalent point values are listed below. A total of 940 points is possible. Grades will be posted on BlackBoard in a timely manner.

GRADING SCALE

A 940–846
B 845–752
C 751 –658
D 657–564
U 563–0

PROJECTS & POINTS

Worksheets: 240 pts
Project/Budget Planning: 100 pts
Website and Marketing Documents: 300 pts
BFA Exhibition: 300 pts

Course Instruction

The subject matter will be taught through a combination of lectures, discussions, readings, collaboration, and independent research.

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COURSE POLICIES

Class Attendance/Participation:

Students are expected to attend all class meetings. Lectures will be given on any day and you will be expected to know the material for class discussions and projects. 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 "U". Excused absences are illness and official University travel. If you know you will have to be absent, please call, e-mail, or leave a message with the art office (628-4247). Please be on time for class. Being tardy two times will equal one absence, and so on.

Assignment Due Date:

When a deadline is set, you are expected to meet it on time. You will have to spend extra time out of class to work on your projects. Only serious reasons will be accepted for an extension. Unless prior arrangements are made, all projects are due on the noted day. For every day late a project is turned in, one letter grade will be deducted from the total grade. Assignments turned in late will be accepted up to two class periods late. After that, it is an automatic "U" (unless other arrangements have been made).

Procedures for Assignment Submission:

Each project will have an associated Learning Module on Blackboard. Students will be required to print and/or upload their finished project in the class Google Drive before class begins on the due date.

Other Policies

- Academic integrity is essential. Students are expected to seek inspiration, but if you directly copy existing work, severe penalties will be enforced.
- Unless using a mobile device for research or taking notes please keep them silent and out-of-reach.

Facility Hours & Policies

The Schmidt Foundation Center for Art and Design Hall will be open 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 in the building as the campus police will be patrolling 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 with them.

09 UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Health and Wellness Services](#)
- [Title IX Policy](#) : FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at alschaffer@fhsu.edu or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.
- [Career Services](#)
- [Technology Services](#)
- [Smarthinking](#)

10 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 that are suspected of or found to be plagiarized or employ the use of 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 ONLY WITH PRIOR PERMISSION:

Students can use AI-generated texts only on designated portions of written assignments in this course if instructor permission is obtained in advance and the content generated 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 and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

This schedule is tentative and might change during the semester depending on how the course evolves. The content is subject to change depending on students' progress. Students will be notified of any changes through announcements either in class or on our Facebook and Blackboard pages. We will plan on being on campus unless noted.

| DATE | LESSON / PROJECT DUE | PROJECT |
|------------------------|--|----------------|
| January 16 Tuesday | <ul style="list-style-type: none"> • Syllabus • BFA discussion • Review deadlines • Discuss teams | BFA EXHIBITION |
| January 18 Thursday | <ul style="list-style-type: none"> • Finalize teams • Brainstorming Session | |
| January 23 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> Projects for catalog | |
| January 25 Thursday | <ul style="list-style-type: none"> • <u>DUE:</u> Project statements for catalog • <u>DUE:</u> Tag info for catalog | |
| January 30 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> Final logo | |
| February 1 Thursday | <ul style="list-style-type: none"> • <u>DUE:</u> Edited photos for catalog | |
| February 6 Tuesday | <ul style="list-style-type: none"> • WORKDAY (teams) | |
| February 8 Thursday | <ul style="list-style-type: none"> • <u>DUE:</u> Posters due to printshop by 4 PM • <u>DUE:</u> Motion graphics projects due by 4 PM in the Google Drive | |
| February 13 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> Catalog due to printshop by 4 PM | |

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|--------------------------|---|---|
| February 15 Thursday | <ul style="list-style-type: none"> • Meet with Colin Schmidtberger, Gallery Director, at 9:00 AM • WORKDAY (teams) | <p>BFA EXHIBITION (continued)</p> |
| February 20 Tuesday | <ul style="list-style-type: none"> • WORKDAY (teams) | |
| February 22 Thursday | <ul style="list-style-type: none"> • WORKDAY (teams) | |
| February 27 Tuesday | <ul style="list-style-type: none"> • <u>FEBRUARY 27:</u> All projects for consideration due at 9 AM | |
| February 28 Wednesday | <ul style="list-style-type: none"> • Gallery Coordinators must be available from 9–4:30 all week (please make work arrangements). | |
| February 29 Thursday | <ul style="list-style-type: none"> • Projects must be completely and professionally finished. If a project is unfinished or of poor quality, it will be removed from the exhibition. | |
| March 1 Friday | <ul style="list-style-type: none"> • 5:30 PM—Gallery Coordinators need to arrive to help set up • 5:45 PM—All students must be there • 6:00–8:00 PM—BFA EXHIBITION OPENING RECEPTION | |
| March 5 Tuesday | <ul style="list-style-type: none"> • PART 7: Portfolio Introduction to FINAL | <p><u>FINAL PROJECT: WEBSITE & MARKETING DOCUMENTS</u> Using your website plan, create your personal website to promote your design abilities. Finalize design for your marketing documents.</p> |
| March 7 Thursday | <ul style="list-style-type: none"> • PART 7: Portfolio (cont.) WORKDAY | <p><u>PROJECT: About Me Worksheet</u> DUE: Tuesday, March 19</p> <p><u>PROJECT: Project Development Worksheets (3)</u> DUE: Tuesday, March 19</p> |

SPRING BREAK / MARCH 11-15

GRAPHIC DESIGN EXHIBITION / ART 475 F / SPRING 2024 / SYLLABUS

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|----------------------|--|---|
| March 19 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> About Me • <u>DUE:</u> Project Development Worksheets (3) • PART 7: Portfolio (cont.) WORKDAY | <p><u>PROJECT: Build Your Brand: Creating Your Pitch</u> DUE: Tuesday, March 26</p> |
| March 21 Thursday | <ul style="list-style-type: none"> • WORKDAY | |
| March 26 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> Build Your Brand: Creating Your Pitch • WORKDAY (Final: Website) | <p>FINAL: WEBSITE & MARKETING DOCUMENTS (continued)</p> |
| March 28 Thursday | <ul style="list-style-type: none"> • WORKDAY (Final: Website) | |
| April 2 Tuesday | <ul style="list-style-type: none"> • WORKDAY (Final: Website) | |
| April 4 Thursday | <ul style="list-style-type: none"> • WORKDAY (Final: Website) | |
| April 9 Tuesday | <ul style="list-style-type: none"> • PART 5: Financial Planning WORKDAY | |
| April 11 Thursday | <ul style="list-style-type: none"> • PART 5: Financial Planning (cont.) • Workday (Final: Website) | <p><u>PROJECT: WORKSHEET</u> • Calculating Your Salary DUE Tuesday, April 16</p> |
| April 16 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> My Personal Budget and Calculating Your Salary • PART 6: Business & Legal Forms | <p><u>PROJECT: Design Brief & Legal Forms</u> DUE: Tuesday, April 23</p> |
| April 18 Thursday | <ul style="list-style-type: none"> • WORKDAY | |

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|----------------------|--|--|
| April 23 Tuesday | <ul style="list-style-type: none"> • <u>DUE:</u> Design Brief/Legal Forms • WORKDAY (Final: Website) | FINAL: WEBSITE & MARKETING DOCUMENTS (continued) |
| April 25 Thursday | <ul style="list-style-type: none"> • <u>DUE:</u> My Weekly Expense & Money Management Budget • WORKDAY (Final: Website) | |
| April 30 Tuesday | <ul style="list-style-type: none"> • WORKDAY (Final: Website) | |
| May 2 Thursday | <ul style="list-style-type: none"> • WORKDAY (Final: Website) | |
| May 7 Tuesday | <ul style="list-style-type: none"> • <u>FINAL DUE:</u> Website and Marketing Documents Class critique: Day 1 | |
| May 9 Thursday | <ul style="list-style-type: none"> • FINAL Class critique: Day 2 | |

DISCLAIMER

The professor reserves the right to make modifications to the schedule throughout the semester.

Part 1: GOALS AND IMAGING > Fall 2023

Creating goals based on values, ideals, and personality; designing time.

- **Goal Setting** (worksheet 1)
- **Designing Your Time** (worksheet 2, Google Calendar, 1-page paper)
- **Joy and Balance Guide** (worksheet)
- **Inside Self: Personal Brand Self-Assessment Study** (textbook worksheet 4)
- **Inside Self + Outside Self: Personal Brand Self-Assessment Analysis** (textbook worksheet 5)
- Setting a Career Vision (resource)
- The Complete Creative First Aid Kit (workbook and video lessons—resources)

Part 2: MARKETING DOCUMENTS > Fall 2023 / Spring 2024

Creating a resumé; cover letter; reference list; business card; application letter; letters of recommendation; creating an effective social media presence.

- Designing Your Resumé (packet)
- Example Resumés (resource)
- Resumé Checklist
- The Cover Letter (packet)
- Examples: Student Cover Letters (resource)
- Resumé and Cover letter Guidelines
- **Social Media Worksheets** (folder of 6 worksheets and resources)
- Ten Common Mistakes: Resumés and Cover Letters (AIGA resource)
- Lifetime of Letters (resource)

Part 3: FINDING EMPLOYMENT > Fall 2023

Researching design and advertising firms; developing a client base; finding an employer who has compatible goals; qualities employers look for; freelancing; internships.

- Job Search Guide–FHSU (resource)
- NACE Career Readiness Competencies (resource)
- **Are You Career Ready?** (FHSU Career Services worksheet 6 and 1-page paper)
- **Self Creative Brief** (textbook worksheet 7)
- **Leads** (informational handout and worksheets)
- Leads (packet)
- **My Job Search Plan** (textbook worksheet 8)
- Resources for Leads I and II (packet)
- Networking (packet)
- How to Find Your First Job (AIGA resource)
- Creative and Production Jobs: jobs defined (The Creative Group resource)

Part 4: INTERVIEWING > Fall 2023

Interview questions to ask; interview questions to expect; illegal and inappropriate questions; strengths and weaknesses; employment application; interview checklist; assessing and accepting a job offer; mock interview.

- Successful Interviewing–FHSU (resource)
- **Tell Me About Yourself** (worksheet 9)
- Interview Questions to Ask, to Expect, and Illegal Questions
- **Strengths and Weaknesses** (packet and worksheet 10)
- Conversational Power (packet)
- Online Interviewing Tips (resource)
- FHSU Career Services Guide
- Job Search Guide–FHSU (resource)
- **Mock Interview Score Sheets** (add to section when completed)

Part 5: FINANCIAL PLANNING > Spring 2024

Negotiating salary strategies; budgeting; personal finance; calculating salary needs.

- 2023/2024 Salary Guide—download from [Salary Guide-The Creative Group](#)
- **Calculating Your Salary** (packet and worksheet)
- **My Personal Budget** (Excel worksheet)
- Money Resource (resource)
- Salary Negotiation Tips
- Asking For a Raise Script (resource)
- 48-Hour Personal Finance Makeover (resource)
- Various Budgeting Worksheets (resource)

Part 6: BUSINESS AND LEGAL FORMS > Spring 2024

Creating and negotiating contracts; pricing your designs; project proposal; ethical guidelines; creative brief.

- **“Business and Legal Forms for Graphic Designers”** by Crawford and Bruck
- The Dark Art of Pricing (folder of resources)
- How to Price Anything Guide (resource)
- Legal Forms Info (supplemental packet)
- **Design Brief Project** (packet for group project)
- Client Questionnaire & Creative Brief (example)
- **Creative Brief** (textbook worksheet)
- Project Proposal Template (resource)
- Getting Featured Guide (resource)
- Squarespace Online Shop Checklist (resource)
- 12 Essential Keys to Pricing Your Design (packet)

Part 7: PORTFOLIO > Spring 2024

Preparing a professional portfolio; what to include and exclude; project touchpoints; portfolio types; maximizing your portfolio options; professional website plan.

- The Polished Portfolio Checklist (handout)
- Project Touchpoints (textbook resource)
- Develop Your Portfolio Layout (textbook resource)
- **Project Development Worksheet** (textbook worksheet)
- Website Cheat Sheet (textbook resource)
- Book Smarts (The Creative Group resource packet)
- **About Me Template for Website** (worksheet)
- **Build Your Brand Guide: Creating Your Pitch** (worksheet and resource)
- Website Pitch Template (resource)
- Annual Career Assessment Worksheet (resource)
- Website Plans (3 student examples)

**Bolded items are required worksheets and/or projects*

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