



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: ksimpsonvoth@fhsu.edu (preferred method of contact)

Office Hours: MWF: 10:30 am–3:30 pm and TT: 1:30–3:30 pm (or by appointment)

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

02 COURSE INFORMATION

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

**If you are able to stay until 11:45 until March 3, that would be ideal.*

Facebook Class Group: FHSU Professional Development in Graphic Design 2021–2022

Link: <https://www.facebook.com/groups/1029994064479684>

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 materials



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TEXTBOOK & COURSE MATERIALS

Required Text Books (we are using the same books from Professional Development class)

- *“Stand Out: Design a Personal Brand. Build a Killer Portfolio. Find a Great Design Job”* by Denise Anderson
- *“No Plastic Sleeves: The Complete Portfolio and Self-Promotion Guide for Photographers and Designers”* by Volk, Larry, Currier, and Danielle

Required Supplies:

- 3-ring binder from ART 650 Professional Development
- External Hard Drive or Solid-State Drive (1 TB)

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). 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 for 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.

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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.



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06 TEACHING METHODS & EXPECTATIONS

Delivery Method:

Classes will be fully on campus (unless otherwise stated). Zoom will be implemented if we have to 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 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 2021 called "FHSU Professional Development 2021-2022". 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 will have their own folder within the History of Graphic Design Google Drive folder. Students will be responsible for putting their specific projects into their folders to be graded.

07 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 900 points is possible. Grades will be posted on BlackBoard in a timely manner.

GRADING SCALE

A	900—810
B	809—720
C	719—630
D	629—540
U	539—0

PROJECTS

Worksheets: 50 pts
Project/Budget Planning: 50 pts
Marketing Package: 250 pts
Website: 250 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 at 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 to 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 steal 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.

Statement Regarding Wearing of Face Coverings

For your safety and the safety of others, the use of a mask or other form of face-covering is currently at the discretion of each student unless otherwise notified due to guidance of the CDC and FHSU.

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 in order to be in the building after hours, 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](#)
- [Kelly Center Support Services](#)
- [Title IX Policy](#)
- [Career Services](#)
- [Technology Services](#)
- [Smarthinking](#)
- **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.

DISCLAIMER

The professor reserves the right to make modifications to this information throughout the semester.



Part 1: GOALS AND IMAGING

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

- Goal Setting (worksheet)*
- Designing Your Time (worksheet)**
- Personality, Values, & Ideals (worksheet)**
- Inside Self: Personal Brand Self-Assessment Study (textbook worksheet)*
- Inside Self + Outside Self: Personal Brand Self-Assessment Analysis (textbook worksheet)*

Part 2: MARKETING DOCUMENTS

Creating a resume; cover letter; reference list; business card; application letters; thank you letter; letters of recommendation.

- Graphic Presentation: Marketing Documents (packet)
- Cover Letters (packet)
- Letters of Recommendation (packet)
- Lifetime of Letters (packet)
- Ten Common Mistakes in Résumés and Cover Letters (AIGA resource)
- Examples: Student Cover Letters (resource)

Part 3: EMPLOYMENT

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

- Are You Career Ready? (FHSU Career Services worksheet)
- Self Creative Brief (textbook worksheet)*
- Leads (informational handout and worksheets)
- Leads (packet)
- My Job Search Plan (textbook worksheet)
- 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

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

- FHSU Career Services Guides (resource)
- The Interview (packet)
- Interview Questions to Ask (packet)

- Interview Questions to Expect (packet)
- Illegal and Inappropriate Questions (packet)
- TMAP (worksheet)*
- Strengths and Weaknesses: Personal Brand Self-Assessment Study (textbook worksheet)*
- Strengths and Weaknesses (worksheet)**
- Interview Checklist (packet)
- Conversational Power (packet)
- Mock Interview Score Sheets (add to section when completed)

Part 5: FINANCIAL PLANNING

Negotiating financial future from strength; negotiating strategies; financial need.

- 2021/2022 Salary Guide—*download PDF from Facebook group*
- (The Creative Group resource)
- Financial Management (packet and worksheet)*
- The Offer (packet and worksheet)*
- My Weekly Expenses & Money Management Log/Monthly Budget (worksheets)*
- Find More Money (\$ALTO resource)
- Budget Tracker (supplemental resource)

Part 6: BUSINESS AND LEGAL FORMS

Creating and negotiating contracts; pricing; ethical guidelines.

- “Business and Legal Forms for Graphic Designers” by Tad Crawford and Evan Damon Bruck (*download PDF from Facebook group*)
- Legal Forms Info (supplemental packet)
- Design Brief Project (packet for group project)
- Client Questionnaire & Project Brief (example)
- Creative Brief (textbook resource)
- 12 Essential Keys to Pricing Your Design (packet)

Part 7: PORTFOLIO

Preparing a professional portfolio; what to include; what not to include; how to present work; conceptual online portfolio versus traditional book portfolio; maximizing your portfolio options.

- Portfolio Checklist (handout)
- Project Touchpoints (textbook resource)
- Develop Your Portfolio Layout (textbook worksheet)
- Project Development Worksheet (textbook resource)
- Project Calendar (textbook resource)
- Website Cheat Sheet (textbook resource)
- Cleaning Up (packet)
- Copyright & Portfolio (packet)
- Book Smarts (The Creative Group resource packet)
- Website Plan Project (student examples)

Items marked with a checkmark indicates completion during fall 2021

• *Items marked with a bullet point indicates topics to be covered (continued from fall 2021)*

* *Worksheets marked with an asterisk are worth 15 points each.*

** *Worksheets marked with two asterisks are worth 30 points each.*



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COURSE SCHEDULE

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 18 Tuesday	<ul style="list-style-type: none">• Syllabus• BFA discussion• Finalize teams• Review deadlines	BFA EXHIBITION
January 20 Thursday	<ul style="list-style-type: none">• Brainstorming Session	
January 25 Tuesday	<ul style="list-style-type: none">• <u>DUE:</u> Projects for catalog	
January 27 Thursday	<ul style="list-style-type: none">• <u>DUE:</u> Project statements for catalog• <u>DUE:</u> Tag info for catalog	
February 1 Tuesday	<ul style="list-style-type: none">• <u>DUE:</u> Final logo	
February 3 Thursday	<ul style="list-style-type: none">• <u>DUE:</u> Edited photos for catalog	
February 8 Tuesday	<ul style="list-style-type: none">• WORKDAY (teams)	

February 10 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 15 Tuesday	<ul style="list-style-type: none"> • <u>DUE:</u> Catalog due to printshop by 4 PM 	
February 17 Thursday	<ul style="list-style-type: none"> • Meet with Colin Schmidtberger, Gallery Director, at 9:00 AM • WORKDAY (teams) 	
February 22 Tuesday	<ul style="list-style-type: none"> • WORKDAY (teams) 	
February 24 Thursday	<ul style="list-style-type: none"> • WORKDAY (teams) 	
March 1 Tuesday	<ul style="list-style-type: none"> • <u>MARCH 1:</u> All projects for exhibit. consideration due at 9 AM 	BFA EXHIBITION (continued)
March 2 Wednesday	<ul style="list-style-type: none"> • Gallery Coordinators must be available from 9-4:30 all week (please make work arrangements). 	
March 3 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 4 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 8 Tuesday	<ul style="list-style-type: none"> • WORKDAY 	
March 10 Thursday	<ul style="list-style-type: none"> • WORKDAY 	(PART 2) <u>MARKETING DOCUMENTS</u> <ul style="list-style-type: none"> • Finalize design and layout • Correct rough drafts for: <ul style="list-style-type: none"> • Resumé • Cover letter • Business card • Reference sheet

SPRING BREAK / MARCH 14-18

March 22 Tuesday	<ul style="list-style-type: none"> • WORKDAY 	MARKETING DOCUMENTS (continued)
March 24 Thursday	<ul style="list-style-type: none"> • WORKDAY 	
March 29 Tuesday	<ul style="list-style-type: none"> • WORKDAY 	
March 31 Thursday	<ul style="list-style-type: none"> • WORKDAY 	
April 5 Tuesday	<ul style="list-style-type: none"> • WORKDAY 	
April 7 Thursday	<ul style="list-style-type: none"> • WORKDAY 	
April 12 Tuesday	<ul style="list-style-type: none"> • <u>DUE:</u> MARKETING DOCUMENTS • PART 7: PORTFOLIO Introduction to FINAL: Website 	<u>FINAL PROJECT: WEBSITE</u> Using your website plan, create your personal website to promote your design abilities.
April 14 Thursday	<ul style="list-style-type: none"> • PART 5: Financial Planning • Workday (Final: Website) 	<u>PROJECT: WORKSHEETS</u> <ul style="list-style-type: none"> • Financial Management • The Offer worksheet (Due Tuesday, April 19)
April 19 Tuesday	<ul style="list-style-type: none"> • <u>DUE:</u> Financial Management worksheet & The Offer worksheet • PART 5: Financial Planning (cont.) 	<u>PROJECT: WORKSHEETS</u> <ul style="list-style-type: none"> • My Weekly Expenses • Money Management Budget (DUE Thursday, April 28)
April 21 Thursday	<ul style="list-style-type: none"> • PART 6: Business & Legal Forms • Workday 	<u>PROJECT:</u> Design Brief & Legal Forms DUE: Tuesday, April 26

April 26 Tuesday	<ul style="list-style-type: none"> • <u>DUE:</u> Design Brief/Legal Forms • WORKDAY (Final) 	FINAL PROJECT: WEBSITE (continued)
April 28 Thursday	<ul style="list-style-type: none"> • <u>DUE:</u> My Weekly Expenses & Money Management Budget • WORKDAY (Final) 	
May 3 Tuesday	<ul style="list-style-type: none"> • WORKDAY (Final) 	
May 5 Thursday	<ul style="list-style-type: none"> • WORKDAY (Final) 	
MAY 10: NO CLASS DUE TO FINALS WEEK		
May 12 Thursday	<u>FINAL DUE:</u> Website <ul style="list-style-type: none"> • Class critique 	

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