![Fort Hays State University, Department of Art and Design logo](logo)

FORT HAYS STATE UNIVERSITY
DEPARTMENT OF ART AND DESIGN

Forward thinking. World ready.

GRAPHIC DESIGN EXHIBITION / ART 600 / Spring 2026   Professor Karrie Simpson Voth

01 INSTRUCTOR INFORMATION

Karrie Simpson Voth
Department Chair and Professor of Graphic Design
Office: AD 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–Noon
Schedule an Appointment: https://calendly.com/ksimpsonvoth

Maria Neale, *Graduate Teaching Assistant*
Office: AD 201
E-mail: meneale@mail.fhsu.edu
Office Hours: By appointment (schedule via email)

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 Group: FHSU Professional Development in Graphic Design & Exhibition 2025–2026

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

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 when 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 professor.

Most courses in 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 often.
- **Facebook**
  We will continue to use the group we started in fall 2025 called "FHSU Professional Development 2025–2026" 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.

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

GRADING SCALE		PROJECTS & POINTS
A	940—846	Worksheets: 240 pts
B	845—752	Project/Budget Planning: 100 pts
C	751—658	Website: 150 pts
D	657—564	Marketing Documents: 150 pts
U	563—0	BFA Exhibition: 300 pts

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

08   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, etc.

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.

Cell Phone Policy
Unless using a mobile device for research or taking notes please keep them silent and out of reach. Texting and taking phone calls are prohibited unless prior permission is obtained.

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).

09 UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Health and Wellness Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)

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 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:
Students can use AI-generated texts only on designated portions of written assignments in this course if professor 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.

11   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
WEEK 1	January 20 Tuesday	• Syllabus • BFA Exhibition discussion • Review deadlines • Discuss teams • Brainstorming Session	BFA EXHIBITION
	January 22 Thursday	• Finalize teams • Brainstorming Session	
WEEK 2	January 27 Tuesday	• **DUE: Projects for catalog**	
	January 29 Thursday	• **DUE: Project statements for catalog (one project per student).** *Post on our Google Drive Document.*	
WEEK 3	February 3 Tuesday	• **DUE: Final logo**	
	February 5 Thursday	• **DUE: Project Tag Info (for all projects).** *Post on our Google Drive.* • **DUE: Edited photos for catalog**	
WEEK 4	February 10 Tuesday	• **DUE: Posters to printshop by 4 PM** WORKDAY (teams)	
	February 12 Thursday	• **DUE: Catalog due to printshop by 4:00 PM** • **DUE: Motion graphics projects due by 4:00 PM in the Google Drive**	
WEEK 5	February 17 Tuesday	• Meet with Colin Schmidtberger, Gallery Director, at 9:00 AM	

WEEK 5	February 19 Thursday	• WORKDAY (teams)	**BFA EXHIBITION** (continued)
WEEK 6	**February 24 Tuesday**	• <u>**FEBRUARY 24:**</u> **All projects for consideration due at 9 AM** • Gallery Coordinators must be available from 9:00–4:30 pm all week (please make work arrangements). • Projects must be completely and professionally finished. If a project is unfinished or of poor quality, it will be removed from the exhibition.	
	February 25 Wednesday		
	February 26 Thursday		
	February 27 Friday	• **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**	
WEEK 7	March 3 Tuesday	• **PART 7: Portfolio** Introduction to FINAL	**<u>FINAL PROJECT:</u>** <u>WEBSITE & MARKETING DOCUMENTS</u> Using your website plan, create your personal website to promote your design abilities. Finalize design for your marketing documents.
	March 5 Thursday	• **PART 7: Portfolio (cont.)** WORKDAY	**<u>PROJECT:</u>** <u>About Me Worksheet</u> DUE: Tuesday, March 10 **<u>PROJECT:</u>** <u>Project Development Worksheets (x3)</u> DUE: Tuesday, March 10
WEEK 8	March 10 Tuesday	• <u>**DUE:**</u> About Me • <u>**DUE:**</u> Project Development Worksheets (3) • **PART 7: Portfolio (cont.)** • WORKDAY	**<u>PROJECT:</u>** <u>Build Your Brand: Creating Your Pitch</u> DUE: Tuesday, March 24
	March 12 Thursday	• WORKDAY	

	SPRING BREAK / MARCH 17–21		
WEEK 10	March 24 Tuesday	• **DUE:** Build Your Brand: Creating Your Pitch WORKDAY (Final: Website)	**FINAL: WEBSITE & MARKETING DOCUMENTS** (continued)
	March 26 Thursday	• WORKDAY	
WEEK 11	March 31 Tuesday	• WORKDAY (Final: Website)	
	April 2 Thursday	• WORKDAY (Final: Website)	
WEEK 12	April 7 Tuesday	• **PART 5: Financial Planning** WORKDAY	**PROJECT:** <u>WORKSHEET</u> • My Personal Budget (Excel) DUE Tuesday, April 14
	April 9 Thursday	• **PART 5: Financial Planning (cont.)** • Workday (Final: Website)	**PROJECT:** <u>WORKSHEET</u> • Calculating Your Salary DUE Tuesday, April 14
WEEK 13	April 14 Tuesday	• **DUE: My Personal Budget and Calculating Your Salary** • **PART 6: Business & Legal Forms**	**PROJECT:** <u>Design Brief & Legal Forms</u> DUE: Tuesday, April 23
	April 16 Thursday	• WORKDAY	
WEEK 14	April 21 Tuesday	• **DUE: Design Brief/Legal Forms** • WORKDAY (Final: Website and Marketing Documents)	**FINAL: WEBSITE & MARKETING DOCUMENTS**
	April 23 Thursday	• **DUE:** My Weekly Expense & Money Management Budget • WORKDAY (Final: Website and Marketing Documents)	

WEEK 15	April 28 Tuesday	• WORKDAY (Final)
	April 30 Thursday	• WORKDAY (Final)
WEEK 16	May 5 Tuesday	• WORKDAY (Final)
	May 7 Thursday	• WORKDAY (Final)

The cells above for April 28 through May 7 share: **FINAL: WEBSITE & MARKETING DOCUMENTS** (continued)

May 12 Tuesday	• <u>**FINAL DUE:**</u> **Website and Marketing Documents: Class Critique Day 1**
May 14 Thursday	• **Final Class Critique Day 2**