



University of South Alabama  
Department of Visual Arts

ALMA R. HOFFMANN ¶ AHOFFMANN@SOUTHALABAMA.EDU  
OFFICE 348 ¶ VISUAL ARTS C  
OFFICE: 260-481-6943

HOURS: TUESDAYS & THURSDAYS: 1:00-2:00 PM; 5:00-6:00 PM  
WEDNESDAYS: 10:00- 12:00 PM

SOCIAL MEDIA: I : L : P : T : V : YT : @ALMAHOFFMANN  
ALMAHOFFMANN.COM : ALMAHOFFMANN@GMAIL.COM

FALL 2017

ARS 570 ¶ CRN 15876 ¶ 3cr hrs  
**GRADUATE GRAPHIC DESIGN**  
**WEB BLENDED**

MEETINGS AS AGREED, TBD

Required Textbooks

**Selected readings as assigned**

### Course Description

An intensive workshop that investigates advanced issues of visual communication using graphic design as both a problem-solving tool and as a medium for creative expression and communication. Emphasis on trending technology and/or professional practice. May be repeated for a total of 36 credit hours. Prerequisites: Undergraduate level ARS 488 Minimum Grade of B.

### Goals

This class will prepare the graduate student to engage in typographic explorations in order to gain a deeper and richer understanding of the following aspects of typography:

- Type as Form
- Type as Image
- Type as Experiment
- Type as Motion (analog and/or digital)



V.1 2016 *Not all classes progress at the same rate thus course requirements might have to be modified as circumstances dictate. You will be given written notice if the course requirements need to be changed.*

# 02

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## *What to expect from me*

### **Facilitate**

In a manner of speaking I am your facilitator. That is, my job is to provoke your creativity and analytical skills with questions and feedback. I will always ask you why and what if... as a way to give you a bridge for your thoughts. I will push you to produce your best work and sometimes this will mean being tough and others it will mean holding your hand. In either case, my interest is for you to succeed.

### **Grading**

Usually I will grade your work within a month after it is due. However, sometimes attendance to conferences to present a paper, working on a paper for a deadline, and others alike might keep me from grading the work within a month. In those cases, I will inform you and ask you to be patient.

### **Emails**

Every effort will be made to answer your emails within a 24 hour period as long as they are properly written (address, grammar and tone). If you do not get a reply within that time frame, check your email again. Unless I am in the middle of a family situation (kids or other) you can expect an email within the 24 hour period. **No emails will be answered on Sundays.**

### **Office hours**

My office hours are listed on the first page of your syllabus. **Office hours are Tuesdays and Thursdays from 1:00-2:00 pm and 5:00- 6:00 pm and Wednesdays from 10:00--12:00 pm.** You can sign up on the sign up sheet on my door. Or you can stop by and talk with me if you need to.

### **Honesty & Respect**

I will be honest with you regarding your work, performance, and my life in general. I expect the same from you.

**A word of caution:** no instructor can teach you all that is out there to learn. No instructor will teach you everything. You will get out of this class as much as you put in. I will challenge you, but it is up to you to meet that challenge and grow. So, go and make me proud!

# 03

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## *What it is expected of you*

### **Participation**

Because this is a graduate studio, your participation and attendance will be in accordance to our agreed meeting times and deadlines. In those times that we meet, you are expected to be **present, fully engaged, and ready** for discussion or dialogue to make progress in your project(s).

Assigned work needs to be completed before class time and ready for critique, or to be turned in at the beginning of our meeting. Readings are expected to be completed for our discussion.



I reserve the right to administer a surprise quiz if the class is not fully participating in class discussion. **This is your class and your projects. Commit to it and you will see progress.**

### **SKETCHES**



**Sketches will take as long as they take.** I find that I need to sketch a lot to get ideas flowing and get the bad ones out of the way. However, sometimes less is needed and sometimes you will find that even what you did so far is not enough to solve a visual problem.

The sketching process is intended to hone your visual thinking skills. Doing them is your decision of course. Though you should know I do count them and grade them as part of your process for every project.

### **RESEARCH**

Every project will require of you to research. As a graduate student, your research needs to be deeper more expansive than that of an undergraduate students. Your research will take two avenues: visual research to get ideas and subject/content research to understand your topic.

Other types of research may be needed from time to time. For example, if you are working on a quote, you may need to research the context of the quote. Or if you are creating a poster, you may need to research posters as a medium and their purpose. Or if your project uses a special technique, you will need to research that technique, study how others have done it and learn from them.

Every visual decision needs to be documented and properly justified. It is important that you learn to offer a sound rationale for your design solutions.

A designer must be a good thinker and a strategist, otherwise, we will end up making photocopies and doing second rate work at a copy store.

For each project you need to turn in a set of at least **50 images for inspiration** and precedent, subject matter, and others as appropriate.

### **DEADLINES**



**Missing a deadline is strongly discouraged as I am not able to accept late work.** Exceptions are only given in extenuating circumstances as long as these are properly documented and/or pre-arranged accommodations properly documented by the Student Disability Services. Examples of excused absences are emergency room visits, hospitalization, car accident, and a death in the family.

# 04

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## Supplies

Please bring the following to class:

- Willingness to work and re-work your sketches. Repeat.
- Tracing paper pads to sketch
- Sketch pad or notebook to take notes (these notes can be doodled or you can doodle your way to take lectures' notes)
- Black markers (fine point and medium). You will need them to sketch.
- Colored pencils or markers (you may want to use them to sketch)
- Pencils to sketch
- Erasers
- Grid paper (useful for layout and proportions)
- Binders to collect and organize all the process for each project
- Scissors
- Exacto knives #11, blades, and dispenser
- White out (useful when revising sketches)
- Good quality masking tape or artist's tape
- Glue stick or Rubber Cement
- Spray adhesive
- Matting boards\* to mount your finished work for projects.  
*\*These can be cut professionally at the art or hobby store*
- Flash drive of at least 8GB to back up work.
- Create an account on Dropbox, SugarSync, or Copy to back up your work to the cloud.
- Healix mat or any other cutting surface
- A digital camera, or an slr camera.
- A favorite one hour photo developing establishment
- Epson photo quality matte paper in different sizes. It is suggested you get a pack of 11 x 17 or the super A/B size which is 13 x 19.
- Mac Laptop Computer as specified in the department's computer policy
- Mouse and/or WACOM tablet to work on the computer

# 05

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## Attendance Policy

Because class attendance is crucial to the learning process it is expected that students will attend every meeting.

### Classroom

1. **Two** meeting absences will be allowed.
2. Each absence thereafter will result in the lowering of the final grade by one full letter.
3. **Three unexcused late arrivals or three unexcused early departures** will equal one absence. You will not be allowed in class if arriving 40-45 minutes late. It will be considered an absence.
4. If **6 class days are missed**, it will result in failing the class.
5. Missing a critique and/or a project's deadlines will not be excused and will lower your grade one letter grade unless you show proper documentation (refer to class expectations).

### Web Blended Days

Sometimes you will have assignments due online. After completing it, **you will upload the assignment and a short reflection of what you learned** on a shared folder on your folder in SAKAI's DROPBOX.



Web Blended assignments and/or projects with the link and reflection will be **uploaded by midnight** on Sundays, unless otherwise stated. **Projects posted after midnight will not receive credit.**

Be sure to correctly name all files before uploading. Reference Appendix 5 on page 30 for additional information.

# 06

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## Grading

### WORK ETHICS & PARTICIPATION

**As a graduate student, you are expected to be present in every meeting as agreed upon.** Your work ethics and participation grade will be based the following:

- Being on time, having the textbooks and/or required materials needed to discuss your progress, all assigned sketches properly trimmed to size when instructed, basic tools to work, appropriate attitude in class, disposition to work, and active engagement and participation in class discussions and critiques.
- Professional demeanor and behavior.
- Written work is typed and stapled. Hand written reports, papers and/or loose pages will not be accepted.
- Assignments are always due at the beginning of class.
- No work to show, no points.

Silent attendance will not earn full credit. Sleeping or texting in class lowers your points. Daily work cannot be made up, it depends on being in class.

### NOTE TAKING

I may be delayed in responding to emails, so it is essential that you take good notes during class time. Furthermore, email should only be used for informing me of any absences or emergencies. Email is **NOT** available for critiques or any other matters that should be taken care of during each meeting.

### POLICY ON VIDEOTAPING AND OTHER ELECTRONIC RECORDING DEVICES

You must ask permission before recording a lecture or any other portion of the class.

### SAFETY

All students working in a studio environment must be aware of and practice sensible safety precautions. Respect the tools, equipment, and other students. You are responsible for the clean up and maintenance of the studio. No drugs or alcohol or being under the influence of them is allowed in the studio. No food, drink, or tobacco products are allowed in the art studios. Anyone who does not follow the safety and clean-ups rules will be at risk of being kicked out of the class.

### OUTSIDE OF CLASS

Keep in mind that this is a studio class and will require sufficient outside time to develop the skills to complete a project. While we will work in class, you will find that time is not enough to achieve excellence in a project.

### SYLLABUS MODIFICATION

The instructor reserves the right to modify and/or change the course syllabus with reasonable notification to students. The schedule I provide for you now is a flexible, living document, which may be modified throughout the semester. You will be notified of any changes made and prepared ahead of time for necessary adjustments.

# 07

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## PROCESS BINDER

Each student is required to keep a journal/sketchbook/binder to be turned in when the project is due. In it, you will take notes, gather all of the sketches done in tracing paper, exercises done in class, document your research (what you need to learn about the topic), and you will keep images of things that inspire you.

Each project will require you to find at least 50 images for inspiration and precedent, subject matter, and others as appropriate. If you like you can set up a Pinterest account and create a board for each project. Then you would just take screenshots of the boards and put them in your journal. I can show you how to do that if you prefer to do it this way.

Every project will also require you to turn in a reflection of what you learned during the course of the project.

## MISCONDUCT & DISRUPTION

If your behavior in class is disruptive in any way, you may be asked to leave class. Should that happen, you will be marked absent for the day.

## Grading

### The Standard Rule

Meet the standard requirements (follow the instructions and complete the assignment) and earn a C. That is the default grade. To get an A, you must MAKE an A, which means making work above and beyond the standard requirements.

- A 100-90 excellent performance**, well above expected achievement, you covered all the bases, you went above and beyond and gave it all
- B 89-80 good, very good performance**, above expected achievement, covered most bases, but there may be areas that still need improvement here and there
- C 79-70 so and so performance**, you kept things safe, did not go beyond the expected, attention to detail needs improvement, craft and project are so and so, not really all that great
- D 69-60 poor or below expected achievement**, project is poorly executed, in other words, you could have done better, much better
- F 59-0 hmmm... we need to talk**

Please note that every project and/or assignment given will have its own rubric attached to it, based on the assignment's specific objectives and parameters.

### Work Ethics/Meeting Preparation

**5 points per meeting time**

Being prepared for each class and staying on top of assignments and deadlines, punctuality, respect, refer to policies for more information.

Since we meet 1x per week, there will be approximately 75 points (maybe less) in this category.

### Web Blended Day Submissions

**5 point (it will vary)**

TBD



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## Student Academic Conduct Policy

The University of South Alabama's policy regarding Student Academic Conduct Policy is found in The Lowdown <http://www.southalabama.edu/lowdown/academicconductpolicy.shtml>:

“The University of South Alabama is a community of scholars in which the ideals of freedom of inquiry, freedom of thought, freedom of expression, and freedom of the individual are sustained. The University is committed to supporting the exercise of any right guaranteed to individuals by the Constitution and the Code of Alabama and to educating students relative to their responsibilities.”

- Students are expected to complete their own coursework and not provide unauthorized information or materials to another student.
- **Policy on plagiarism**  
Students may learn about the meaning of plagiarism and how to avoid it at the following link: <http://www.southalabama.edu/univlib/instruction/plagiarismforstudents.html>.

- **Inspiration, imitation, and copying**

Being **inspired** by others' work is part of what we need to do to get our creative juices flowing. **Imitating** work has its place when trying to learn how to do something, hence tutorials often walk you through a series of steps to learn a lesson. **Copying**, on the other hand is creating work too “close for comfort” to the visual representation of a concept or idea that someone else executed. In addition, **copying an idea** is also a problem because it does not expand or shows any further development or creative thinking. When in doubt, always credit the work. Be smart and take what you saw farther by transforming it into something that can stand on its own. Copying is stealing and plagiarism.

**Process Binders**

To learn to avoid copying and to learn to document the creative process each student will create a process binder. The binder will contain all of the sketches, all of the variations, all of the research, all print outs, all critique and small group feedback, preliminary finals, and a well written statement of reflection about what was learned in the course of the project.

## Students With Disabilities

In accordance with the Americans with Disabilities Act, students with bona fide disabilities will be afforded reasonable accommodations. The Student Disability Services will certify a disability and advise faculty members of reasonable accommodations. If you have a specific disability that qualifies you for academic accommodations, please notify the instructor/professor and provide certification from the Office of Special Student Services. The office of Student Disability Services is located at:

320 Alumni Circle  
Faculty Court West  
Suite 19

Or call 251-460-7212

Email: [specialstudents@southalabama.edu](mailto:specialstudents@southalabama.edu).



# 09

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## Course and Teacher Evaluations

Make sure to fill out the evaluations when announced. Constructive feedback is appreciated and welcome. These are not for venting or lashing out. Even if you are mad at your instructor, keep it professional, keep it cool. You don't know if in the future, you will need the same consideration.

## Midterm grades

Midterm grades will be available after October 6th. You will receive a notification letting you know of your grade up until that point.

## Counseling and Testing Services

Counseling and Testing Services provides a variety of free and confidential services for students. For further information regarding this resource go to [www.southalabama.edu/counseling](http://www.southalabama.edu/counseling) or call the office at 460-7051.

# 010

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## WEEKLY SCHEDULE

**WEEK 1** T Aug 16 Classes start.

TR Aug 18

**WEEK 2** T Aug 23

TR Aug 25

**WEEK 3** T Aug 30

TR Sept. 1

**WEEK 4** T Sept. 6

TR Sept. 8

**WEEK 5** T Sept. 13

TR Sept. 15

**WEEK 6** T Sept. 20

TR Sept. 22

**WEEK 7** T Sept. 24

TR Sept. 29

**WEEK 8** T Oct. 4

TR Oct. 6 Fall Break

**WEEK 9** M Oct 10 Midterm Grades Due

T Oct. 11

TR Oct. 13

# 011

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**WEEK 10**    **T**    **Oct. 18**

**TR**    **Oct 20**

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**WEEK 11**    **T**    **Oct. 25**

**TR**    **Oct 27**

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**WEEK 12**    **T**    **Nov 1**

**TR**    **Nov 3**

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**WEEK 13**    **T**    **Nov 8**

**TR**    **Nov 10**

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**WEEK 14**    **T**    **Nov 15**

**TR**    **Nov 17**

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**WEEK 15**    **T**    **Nov 22**

**TR**    **Nov 24**    **Thanksgiving Holiday**

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**WEEK 16**    **T**    **Nov 29**

**TR**    **Dec 1**

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**WEEK 17**    **T**    **Dec 6**    **Final Meeting Time 5:00 pm**

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