

VA503 SYLLABUS

Advanced Module



INSTRUCTOR

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TEACHING ASSISTANTS

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CLASS

Monday 13:40-16:30

OFFICE

Personal appointments with the instructor must be scheduled in advance and will be held online.

PROJECTS / SOFTWARE & MATERIAL

Projects require the use of Adobe Illustrator, Indesign and Photoshop. Students who do not have sufficient knowledge of these applications are expected to learn them on their own time. If necessary, TA assistance may be scheduled outside of class hours. Necessary materials will be announced with project briefs. A budget must also be allotted for printed work.

Assignment briefs, resources and recommended reading will be available to students on SUCourse.

PLAGIARISM

Visual arts and visual communication adhere to the integrity of honest and originally produced creative work. Plagiarism and the unacknowledged use of source material, will result in a failing grade for projects.

INFORMATION

This course is aimed at graduate students who wish to work on a term-long project/dissertation topic under the supervision of their chosen instructor. Students are expected to use their independent working skills in different phases of the design process, from research and ideation, to content creation, implementation and presentation. They are also responsible for their own work process and time-management.

COURSE STRUCTURE

Students should come prepared with potential project topics. Following selection, they prepare a written proposal that includes the project title, purpose, audience, design goals and time frame. Changes in topic are not allowed after proposal submissions. Students are then given weekly studio critiques on various stages of their designs.

Dissertation Projects Though the work structure is determined based on an evaluation of the dissertation project and the student's schedule, periodic meetings with the instructor are essential in order to keep track. An abstract/design proposal must be submitted at the end of the term.

SCHEDULE *

OCTOBER	W1	02.10	Introduction & Course Overview
	W2	09.10	Project discussion & selection
	W3	16.10	Critique 1 _ Proposal draft
	W4	23.10	Critique 2 _ Proposal submission
	W5	30.10	Critique 3 _ Research
NOVEMBER	W6	06.11	Critique 4 _ Sketches
	W7	13.11	Critique 5_ Design-in-progress I
	W8	20.11	Critique 6 _ Design-in-progress II
	W9	27.11	Critique 7 _ Design-in-progress III
DECEMBER	W10	04.12	Critique 8 _ Design finalization I
	W11	11.12	Critique 9 _ Design finalization II
	W12	18.12	Critique 10 _ Design finalization III
	W13	25.12	Design presentation / Submission
JANUARY	W14	01.01	No class _ HAPPY NEW YEAR!

* The schedule may be subject to changes, shifts and adjustments by the instructor.

GRADING CRITERIA & GRADE DISTRIBUTION

Grading is based on a sound design process (from understanding the brief to final execution), conceptualization and creativity, independent assessment ability, execution quality, technical capacity, presentation skills and meeting weekly deadlines.

ATTENDANCE

Physical attendance is mandatory. Attendance will be taken **once** in the first 10 minutes of the class. Late attendance will be noted and reflect on the student's final grade.

Unless accompanied by a health report, the student's grade will be lowered by one letter grade after three absences and another letter grade for each following absence. Students with six or more absences will receive an NA (Not-Attended) grade.

Students are responsible for all material presented in class. Missed attendance is not an excuse for incomplete weekly work and not meeting project deadlines.