

# ADS 242 (Section 2)

## DESIGN: Graphic Design II

MWF 12:00 pm–1:50 pm | AJ 318

Spring 2026

### Class Schedule

## FACULTY INFO

**Instructor:** Ryan James

**Email:** [ryan.james@bsu.edu](mailto:ryan.james@bsu.edu)

**Office Phone:** (765) 285 3858

**Office:** AJ 313

**Office Hours:** TR 12-3 & By appointment

The most effective way to reach me is by email. I respond to emails during the school week. Expect a 24 hrs response time.

## COURSE INFO

### COURSE DESCRIPTION

Consideration of typography in relation to visual organization; color theory and its application to communication. Type and image are covered in experimental and practical formats. Prerequisite: ADS 241; admission to the graphic design sequence through portfolio review. Open only to visual communication majors.

### COURSE PREREQUISITE

ADS 101 or CAP 101; ADS 102 or CAP 102; AFA 101 or CAP 162; AFA 202

### COURSE OVERVIEW

This course will build on previously learned graphic design principles and design history. Further concepts of design systems will be explored. Emphasis will be given to the design process. Students will begin to consider the impact of their designs on a societal level. Students will be introduced to the client/designer relationship.

### COURSE OBJECTIVES

Upon successful completion of this course, students will be able to:

1. Explain the historical differences of art vs design.
2. Understand what it means to be a designer and our impact on humanity through a poster design project.
3. Understand the working partnership between client and designer.
4. Discuss theories to create meaningful & memorable designs.
5. Use professional design processes to create various types of logos, a logo standards guide, and a visual identity system.
6. Understand intellectual property issues.

## COURSE OUTCOMES

Upon completion of this course, students should demonstrate understanding and application of skills and knowledge in the following categories:

1. *History*: Demonstrate an understanding of developments in graphic design and influential designers and their works in context, both historical and contemporary around the world.
2. *Design Process*: Understand and apply the design process to conceptualize, develop, and produce design solutions to a specific design project
3. *Design Principles*: Understand and use the elements, principles, terms, and theories involved in the study of graphic design effectively in the context of specific design projects
4. *Presentation*: Present design work in a professional manner, utilizing industry-standard technology as needed
5. *Research*: Develop, administer, analyze, and/or compile research of various methods and incorporate findings into design decisions
6. *Critique*: Support and defend your designs and positions and critically analyze and evaluate designs of others from both Western and non-Western cultures
7. *Technology*: Utilize industry-standard technology to produce working designs/prototypes, evaluating and selecting the appropriate technology for specific problems

## COURSE MODALITY / STRUCTURE

The course uses a studio format in which information from lectures, in-class demonstrations, and outside research is applied to hands-on projects that aim to improve your proficiency when designing for print. This course will be taught in the following methods:

- Lectures, videos, and PowerPoint presentations
- Technical instruction and demonstrations
- Class discussions and critiques
- Frequent one-on-one communication between student and teacher during studio work time

## COURSE TIME COMMITMENT

It is expected that 1 credit hour represents an average of 3 hours of work each week. Since this is a 3-credit studio course, 6 hours are spent in-class each week. This means you should expect to work an average of 3 hours outside of class each week.

## COURSE MATERIALS AND FEES

**Required Text:** none

**Course Materials:**

- Required: Computer with Adobe Creative Cloud
- Suggested: Backup storage (preferably cloud based)

**Course Fees:** none

# COURSE ASSIGNMENTS AND ASSESSMENTS

## The Value of Your Work

As an artist/designer/creative, you help to determine the worth of your work and to cultivate respect for the work that you create. You should take care of your work, the execution, craftsmanship and maintenance of your work reflects on you. Maintaining a portfolio (physical/digital) is an important aspect of your development and education.

## Guidelines for Grading

Grades are determined by quality of work, progress, effort, participation, and attendance. Specific criteria will be handed out with individual assignments.

- Grading opportunities for this course are comprised of class projects and class participation/critiques.
- Projects must be completed and ready to present before class starts on the day of critique.
- Late submissions will be penalized 1 letter grade per day that it is late. Late work may only be turned in for three days after the due date.
- All projects, with no exception, will be presented to the class for a critique.
- Students who miss deadlines due to valid, extenuating circumstances may be able to submit the required work at a date agreed upon with the instructor. **Students MUST contact their instructor to discuss modifying the deadline a MINIMUM of 24 hours prior to the original deadline.**
- Class participation (active listening, constructive criticism, use of key terms, etc) will be considered in your final grade.

## Breakdown of total possible points

- Project 1 = 100 points
- Project 2 = 150 points
- Project 3 = 150 points
- Project 4 = 300 points
- Project 5 = 200 points
- Participation = 100 points

**Total = 1000 points**

## UNIVERSITY GRADING SCALE

Grades will be assigned in accordance with Ball State University definitions; plus or minus indicate performance relative to the letter grade definition. "A" represents work of excellent quality and is recorded for students who do outstanding work "B" represents work of good quality and is recorded for those who do work which is clearly above the average "C" represents work of average quality and is recorded for students who do average work "D" represents work which is below average, but above failure "F" represents work that is not of an acceptable quality "FN (Non-attendance)" represents a failing grade awarded to a student who did not attend a course (no completed assignments, no exams, no instructor interaction or other documented engagement in an academically-related activity in the course) "FS (Stopped Attendance)" represents a failing grade awarded to a student who did not officially withdraw, but failed to complete a course (i.e., did not take a final exam, stopped attending, etc.) and failed to achieve the course objectives.

LETTER GRADE	% EQUIVALENCY	GPA EQUIVALENCY
A	94 to 100	4.000
A-	90 to < 94	3.667
B+	87 to < 90	3.333
B	84 to < 87	3.000
B-	80 to < 84	2.667

C+	77 to < 80	2.333
C	74 to < 77	2.000
C-	70 to < 74	1.667
D+	67 to < 70	1.333
D	64 to < 67	1.000
D-	61 to < 64	0.667
F	< 61	0

For more information on the grades and grading policies visit [Grades and GPA Calculations](#) [Links to an external site.](#)

## COURSE STATEMENTS AND POLICIES

### Attendance Policy

You are expected to be in class. Attendance at all classes is mandatory. All absences are considered unexcused. Extraordinary circumstances should be discussed as soon as possible to help you stay on track. All accommodations will require official documentation and are subject to the instructor's discretion.

For 16-week courses meeting three times a week, five absences are permitted. Upon each additional absence, the final grade may be lowered by one letter. An eighth absence results in automatic failure of the course.

For 16-week courses meeting two times a week, three absences are permitted. Upon each additional absence, the final grade may be lowered by one letter. A sixth absence results in automatic failure of the course.

### Assignment Resubmission Policy

- Any assignment can be resubmitted for up to a 1 letter grade improvement.
- Inform the professor when resubmitting an assignment via email.
- All resubmissions must be uploaded to canvas by the start of the last course meeting time of the semester.

### Participation Policy

- This course is designed with weekly activities, discussion, and other forms of regular collaboration and communication.
- It is recommended that you log into your course 3 to 4 times a week and check your official Ball State email account daily to view announcements and prepare for class.
- Complete all assignments and other activities by the stated due dates.

### Feedback Policy

- I will respond to email from your official Ball State email address within 24 hours during week days (Monday-Friday) and within 48 hours on the weekend.
- I will read every discussion post but I will not always personally comment on posts.
- I will grade your quizzes, assignments, and discussions no later than within 5 business days of submission.
- Contact me directly if you have questions or concerns about your performance in class.

### Late Assignment Policy

- All assignments are due by the beginning of class on the due dates indicated.
- Assignments posted after the indicated due dates will be subject to a decreased letter grade for each day late.

- Internet connectivity and technical issues may occur and impede you from turning in work on time. Turn in work early and often, and set up a back-up plan, such as visiting a local library or borrowing a peer's computer.
- You have one (1) permitted late assignment to allow for these issues, to which you can turn in one assignment 24 hours late.
- Canvas will not accept assignments for grading after 11:59 pm on the final day of class.

### Assignment Submission Policy

- All assignments should be submitted digitally in the format requested in the assignment description. These may include pptx, jpg or doc.
- Assignments, unless otherwise indicated, should be submitted using the assignment link in the module.
- Sketchbooks and portfolios will be submitted as original drawings at announced times, barring extenuating circumstances.

**IMPORTANT DATES:** <https://www.bsu.edu/about/administrativeoffices/registrar/semester-at-a-glance>Links to an external site.

[Links to an external site.](#)

### School of Art Laptop Requirement

The laptop will serve as your creative tool and portable studio. Students are responsible for all digital work. Late work, lost data and other issues related to your laptop will not be accepted. Students are advised to back up their digital files in multiple formats so that data can be transferred to another computer, including external devices and Cloud storage. Every student has access to OneDrive storage through their BSU email address.

[Links to an external site.](#)

You can find the School of Art's laptop policy here:

<https://www.bsu.edu/academics/collegesanddepartments/art/admissions-and-financial-aid/laptop-policy>Links to an external site.

Students who do not wish to participate in the School of Art laptop program are still responsible for completing all required digital coursework using other personal or University resources. Laptops which vary from our specifications must be able to run the software required in School of Art courses.

### COVID-19 Policies

If you are not feeling well, do not come to class! It is our collective responsibility to protect one another. Stay in communication with me so that we can make a plan to help you stay on track. Please review the Ball State University policies for COVID. It is the responsibility of the student to be up-to-date and adhere to these requirements:

<https://www.bsu.edu/about/administrativeoffices/emergency-preparedness/pandemicfluprep/coronavirus/plans-resources/return-to-campus-plan-for-students>Links to an external site.

Information if you are symptomatic or a close contact about quarantine and isolation:

[https://www.bsu.edu/about/administrativeoffices/emergency-preparedness/pandemicfluprep/coronavirus/plans-resources/quarantine-isolation-faq#accordion\\_scenario1](https://www.bsu.edu/about/administrativeoffices/emergency-preparedness/pandemicfluprep/coronavirus/plans-resources/quarantine-isolation-faq#accordion_scenario1)Links to an external site.

### Classroom Cleaning

Wearing a mask and cleaning your hands are still the best behaviors to slow the spread of COVID-19. All instructional spaces will be provided with sanitizer/cleaner. You will be expected to clean surfaces before class begins and after class ends. You are entirely responsible for cleaning up after yourself. In the classroom you must clean up all workspaces and dispose of any scraps/debris you may have produced while working. If you are leaving any materials or works-in-progress in the classroom, they must be clearly labeled and stored out of the way of the other students who share the room. It is true that one person's trash is another person's treasure, but the converse is double true in an art school. If you don't want to lose your work, make sure you keep track of it.

## Eating and Drinking in Classrooms

There will be no eating or drinking in the classroom or studio spaces

## Grading Policy

It is my policy that appropriate evaluation of your academic performance is an integral part of your learning experience. In the absence of mistake, fraud, bad faith or incompetence, I will be the key decision-maker on the assignment of grades. For information concerning grade appeals, [consult the Ball State website](#)[Links to an external site.](#).

## A Note on Pronouns

We all have pronouns that we expect people to use when they refer to us. These may be he/him, she/her, they/them, or something else. Many people never have to think about their pronouns, but most of us would still be uncomfortable if someone referred to us using pronouns that feel wrong to us. For that reason, it is important to use the correct pronouns when referring to others, including your classmates, professor, and the artists and designers we will be discussing throughout the semester.

# UNIVERSITY POLICIES

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or [dsd@bsu.edu](mailto:dsd@bsu.edu).

## Disability Services Statement

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. The [Office of Disability Services](#)[Links to an external site.](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or [dsd@bsu.edu](mailto:dsd@bsu.edu).

## Ball State Academic Ethics Policy

Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the complete [Student Academic Ethics Policy](#)[Links to an external site.](#).

## Plagiarism Policy

Plagiarism is not acceptable, unless otherwise indicated for all assignments, you must work independently by yourself. Sharing of files is not permitted for any reason.

## Potential Violations

Examples of academic integrity violations include but are not limited to:

- Working with another person on any assignment other than authorized group projects.
- Sharing or allowing others to access your files, whether done with permission or not.
- Use or possession of a file created by someone else.

- Reusing work from another semester, course, or section.
- Fraudulent submission of work.
- Using unauthorized materials during Exams.
- Impersonating someone else or having them impersonate you.
- Making fraudulent or dishonest statements regarding your work.
- Soliciting others to complete work for you.
- Posting course files and resources on study or content sharing websites.

[The Plagiarism Tutorial from UNC Libraries](#) [Links to an external site.](#) provides you with a great foundation in Academic Integrity.

### Plagiarism Detection

The campus subscribes to SimCheck, a plagiarism prevention service, through Canvas. You may need to submit written assignments to SimCheck. Student work will be used for plagiarism detection and for no other purpose. The student may indicate in writing to the instructor that he/she refuses to participate in the plagiarism detection process, in which case the instructor can use other electronic means to verify the originality of their work.

### Funeral and bereavement leave

Students will be excused from class for funeral leave in the event of the death of a close friend or a member of the student's family or household. The number of excused absences allowed is determined by the distance of funeral services from Muncie, Indiana, as follows:

- 3 school days - Within 150 miles radius of Muncie
- 4 school days - Between 150-300 miles radius of Muncie
- 5 school days - Beyond 300 miles radius of Muncie
- 7 school days - Outside of North America

If the student is unable to attend the funeral services, the student will be allowed three school days for bereavement. Given proper documentation, the instructor will excuse the student from class and provide the opportunity to earn equivalent credit for the assignment missed.

## CANVAS AND STUDENT PRIVACY

### Canvas Accessibility

Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen-readable. The Rich Content Editor encourages users to create accessible content pages (i.e. text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind granted Canvas the Gold Level Web Certification in 2010. Find more information by visiting the [Canvas Voluntary Product Accessibility Template \(VPAT\)](#) [Links to an external site.](#)

### FERPA and Privacy

As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances, your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about student rights to privacy by reading [Ball State's FERPA and Privacy and Protection](#) [Links to an external site.](#)

### Video Conferencing Recording

In this class, software may be used to record live class discussions. As a student in this class, your participation in live class discussions

may be recorded. These recordings typically will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Students who prefer to listen only must disable their audio capability and visual camera. If you have concerns, please discuss these options with me.

## SUPPORT SERVICES

### The Writing Center

All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295, Bracken Library, or online) to get additional feedback on your writing. To schedule a free appointment to discuss your writing, go to [www.bsu.edu/writingcenter](http://www.bsu.edu/writingcenter) [Links to an external site.](#) Online and in-person appointments are available seven days a week; however, plan ahead because appointments book quickly!

### The Learning Center

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. All students are required to wear masks in the Learning Center. To make an appointment, visit [my.bsu.edu](http://my.bsu.edu) and click on "TutorTrac" in the Additional Tools section, or just go directly to <https://ballstate.go-redrock.com> [Links to an external site.](#)

Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center.

Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions. For more information about all of our programming, visit [bsu.edu/learningcenter](http://bsu.edu/learningcenter) [Links to an external site.](#) or call 765-285-1006. Follow us on Instagram: BallStateLC.

### The Counseling Center

The Counseling Center offers free confidential telehealth counseling services for BSU students. Students can call the Counseling Center at (765) 285-1736 to make an appointment. Many of their outreach services can be accessed from anywhere and they have online [resources](#) [Links to an external site.](#) available 24 hours a day. They also have a free, self-help, on-line tool --Welltrack to help cope with stress, anxiety and depression and this can be found at: <https://www.bsu.edu/campuslife/counselingcenter> [Links to an external site.](#)

### Cardinal Kitchen

Cardinal Kitchen is Ball State's campus food pantry. The pantry is open to all Ball State students Tuesday nights from 5:00 to 8:00 p.m. throughout the year. It is located in Room L26 of the Student Center and you can contact them by phone: (765) 285-2621 or email: [cardkitch@bsu.edu](mailto:cardkitch@bsu.edu)

## SUBJECT TO CHANGE STATEMENT

This syllabus and schedule are subject to change in the event of extenuating circumstances.

\*This schedule is subject to change. Due dates may be modified, but only to allow more time. You will be alerted to any modifications over email.

Week	Date	Topic	Assignment Due Dates
1	Mon, Jan 5	Intro / Syllabus	
	Wed, Jan 7	Lecture / Demo	
	Fri, Jan 9	Lecture / Demo	
2	Mon, Jan 12	Lecture / Demo	
	Wed, Jan 14	Critique	100 Sketches (Stage 1)
	Fri, Jan 16	Workday (Crit if needed)	
3	Mon, Jan 19	No Class - MLK Day	
	Wed, Jan 21	Critique	100 Sketches (Final)
	Fri, Jan 23	Workday (Crit if needed)	
4	Mon, Jan 26	Lecture / Demo	
	Wed, Jan 28	Critique	Typographic Logo (Stage 1)
	Fri, Jan 30	Workday (Crit if needed)	
5	Mon, Feb 2	Lecture / Demo	
	Wed, Feb 4	Critique	Typographic Logo (Stage 2)
	Fri, Feb 6	Workday (Crit if needed)	
6	Mon, Feb 9	Lecture / Demo	
	Wed, Feb 11	Critique	Typographic Logo (Final)
	Fri, Feb 13	Workday (Crit if needed)	
7	Mon, Feb 16	Lecture / Demo	
	Wed, Feb 18	Critique	Human Rights Poster (Stage 1)
	Fri, Feb 20	Workday (Crit if needed)	
8	Mon, Feb 23	Lecture / Demo	
	Wed, Feb 25	Critique	Human Rights Poster (Stage 2)
	Fri, Feb 27	Workday (Crit if needed)	
9	Mon, Mar 2	No Class - Spring Break	
	Wed, Mar 4	No Class - Spring Break	
	Fri, Mar 6	No Class - Spring Break	
10	Mon, Mar 9	Lecture / Demo	
	Wed, Mar 3	Critique	Human Rights Poster (Final)
	Fri, Mar 15	Workday (Crit if needed)	
11	Mon, Mar 16	Lecture / Demo	
	Wed, Mar 18	Critique	Five Logos (Stage 1)
	Fri, Mar 20	Workday (Crit if needed)	
12	Mon, Mar 23	Lecture / Demo	
	Wed, Mar 25	Critique	Five Logos (Stage 2)
	Fri, Mar 29	Workday (Crit if needed)	
13	Mon, Mar 30	Lecture / Demo	
	Wed, Apr 1	Critique	Five Logos (Stage 3)
	Fri, Apr 3	Workday (Crit if needed)	
14	Mon, Apr 6	Lecture / Demo	
	Wed, Apr 8	Critique	Five Logos (Final)
	Fri, Apr 10	Workday (Crit if needed)	
15	Mon, Apr 13	Lecture / Demo	
	Wed, Apr 15	Critique	Style Guide (Stage 1)
	Fri, Apr 17	Workday (Crit if needed)	
16	Mon, Apr 20	Lecture / Demo	
	Wed, Apr 22	Critique	Style Guide (Stage 2)
	Fri, Apr 24	Workday (Crit if needed)	
Finals	Mon, Apr 27	Class Optional	
	Wed, Apr 29	Final @ 9:45am	Style Guide (Final)