CSUN | CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

[Art 458]
GRAPHIC SEMINAR
SPRING 2019

Professor Paula DiMarco, Ph.D. (Dr. D)
paula.j.dimarco@csun.edu

COURSE SYLLABUS &
HANDBOOK

IMPACT
DESIGN
HUB

Student Designers
Creative Innovators
Impact Makers

STAY CONNECTED

Professor Paula DiMarco, Ph.D.
Office hours: Spring 09
Wed: 2-3pm AC408
Fri: 4:45 - 5:45pm in AC331
Best by appointment: call Advisement center

Please note: Other times can be arranged for meeting more conducive to student's schedules.

Stay connected. Hear about stories of impact. Subscribe, follow and join social media channels. See a difference. Make a difference.

WEBSITE:
csunDesignHub.org

FACEBOOK PAGES:
facebook.com/CSUNImpactDesignHub/

LINKEDIN:
linkedin.com/in/csun-designhub/
linkedin.com/company/design-w-purpose/

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This Spring 2019 section is a professional practice course; an advanced senior level capstone design class with an emphasis on "Live Projects" (real world clients). Student designers work on pro-bono projects for community partners; in essence community service-learning and community engagement with/by design. This experience should be listed on students' resume as work experience.

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COURSE DESCRIPTION:

Six additional units of Upper Division advertising design; Senior standing. Review career options related to visual communication. Students develop and apply solutions to business-related problems faced in the design profession, such as incorporating team concepts, building professional relationships and refining communication skills. Students develop professional résumés and portfolios (print and digital). The course emphasizes professional graphic design business practices and creative processes. May be repeated once for credit. 6 hours lab.

COURSE STUDENT LEARNING OUTCOMES
Students will be able to:
1. Understand and Apply Knowledge Related to Visual Communication Design.
2. Understand and apply professional graphic design business practices.
3. Develop Community Awareness and Self-Awareness of civic engagement and community issues.
4. Develop and improve collaborative skills through team designing.

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WHAT IS PRO BONO/ COMMUNITY SERVICE LEARNING/ ENGAGEMENT?

Student designers learn about pro-bono projects for community partners; in essence community service/ community engagement with/by design.

PRO BONO

The term "pro bono," which is short for pro bono publico, is a Latin term that means "for the public good." Although the term is used in different contexts to mean "the offering of free services," it has a very specific meaning to those in the design profession as well as the legal profession. The term generally refers to free services that a professional provides to impoverished clients, non-profit groups or charitable organizations. The Professional Association of Design (AIGA) has an initiative, Design for Good. CSUN's graphic design program strongly encourages design students to develop a practice of engaging in design work that has a social impact and carry this habit forward as they transition into the professional design practice.

COMMUNITY SERVICE LEARNING & ENGAGEMENT

Service Learning is a teaching and learning strategy that integrates meaningful community engagement with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. This course fosters meaningful partnerships with non-profit community clients with the goal to provide students designers, with alternative graphic design learning experiences: service learning. Students will learn about communication design by working in teams in collaboration with real community based clients. Through service learning, students apply their advanced level communication design skills and knowledge to solving real-life problems. Students not only learn the practical applications of communication, but they become actively contributing citizens and community members through the service they perform.

Service learning is one of those experiences that will deem valuable to professional development.

Service Learning is not:
Volunteerism / Internship

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It is your responsibility to always keep your files backed up and organized.

REQUIRED READING:
The required reading will be supplied by the instructor. No book will need to be purchased for this course. Professor will provide you with readings and resources for this course. Please do not post or share these reading. These are for your use only. Some of these resources will be supplied on Basecamp (An on-line project management software or on Canvas).

MATERIALS:
You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to produce your work. It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work.

Factor in the cost of outputting your work this semester. Here are the things you will need to purchase for this semester:

▶
- **3 ring Binder** to store all documents given by instructor
- Storage devices (USB Flash Drives, Portable Hard Drive)
- Domain name (Need this for your website)
- Web hosting: (most likely a web tempate for portfolio website)
- Business cards: Need to be professionally printed. (Recommend Moo.com)
- Digital Mockups for your portfolio and project needs
- other printed materials as needed per project.

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. The majority of the work in this class will be completed on the computer, so you will need to have a laptop computer to work int his class. As you will see, there are no computer's in the class. So it is up to you to complete all the projects for this course when they are due, no matter if you do not have a computer or not. This means, you have to find computer access for this course yourself. Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you. Deadlines are deadlines. No excuses!

Graphic design courses rely on software and file management. All Adobe software is free to students at CSUN. Please make arrangements with the university to obtain this software.

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LEARNING & BENEFITS

HOW WILL YOU LEARN?
Learning will be constructed through active participation, "hands-on" design practice to gain valuable insight into the field.

- Link service and engagement through pro bono projects
- Reflection and presentations of design work, is integrated into course work
- Emphasis on partnering with organizations and individuals to address community needs.
- Civic responsibility and collaboration with the community integrates critical thinking in the course.
- Clarification of design objectives and acquisition of work-related skills.
- Presentation, meetings, team work, and peer guidance provides additional skills beyond designing.
- Building a visual professional presence in design through various print, digital, and social media.

BENEFITS TO:

THE STUDENT DESIGNER
- Makes learning relevant and personalizes your design educational experience
- Increases four facets of designing for the good of others: justice, compassion, diversity, and social responsibility
- Encourages active participation within the community
- Influences decisions on the greater good and the choices you make for the future
- Provides an understanding of the economic political and cultural structures of society and the impact design can have on individuals as well as specific groups
- Provides professional practice which enhances your design training.
- Exposure to branding and visual marketing materials for non-profits
- Experience the process of working with various stakeholders unique to non-profit sector
- Allows more direct interaction with clients and real projects

THE COMMUNITY
- Provides access to knowledge and skills of design which could not be afforded otherwise
- Gain new perspectives on design for the social good
- Builds awareness of the importance of effective design and visual branding for growth and visibility
- Promotes organizational sustainability
- Building a responsive work-forced community

Students will obtain experience and knowledge as preparation for success in the field of design through live-projects.

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There will be some studio time in class to work on projects with your teams. However, you will be required to communicate with your team members and the professor outside of class time using a system called Basecamp. com. Studio time will be used for meeting clients of the Live Projects and lectures and discussions on professional practice topics.

1

TEAM - FREELANCE PRO-BONO ACTIVITIES   50%

Through a series of lectures, discussions, guest speakers and demonstrations, this course is designed to adequately prepare the student for entry into graphic design and design related fields. The team-based activities will require students to practice using communication design business tools when working with clients and vendors.

Each student in this class will be given opportunities to participate in live project(s) with clients from the university and the community. These particular projects will require active participation and time management in a team. As in any design studio environment, projects may come up unexpectedly with little or no notice, including tight deadlines and other challenges. Students will have an opportunity to work on these projects in a team utilizing design studio/ freelance based activities.

Team and freelance activities include:
  • Collect and compile creative briefs with clients information and needs.
  • Write work proposals and work orders for client based projects.
  • Develop design/brand audit presentations (communication analysis) for some clients.
  • Construct in-house and client based time lines/ schedules.
  • Manage time sheets for studio accountability.
  • Work with teams on design products and solutions.
  • Develop social media plans and contents for some clients.
  • Create and present updated progress presentations for clients and in-house art director.
  • Prepare design products for implementation (printing or digital on-line)

  ▶ • **Please factor in the cost of printing for comps for client-based projects**

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2

Your brandmark should be your name and no intials.

PROFESSIONAL BRAND
BRANDMARK   15%

Before you become a professional graphic designer you must have a brand mark for yourself. You are not a business, so the mark should not be a business name. (No "Susie Designs", or names that have no relationship to your name.) The mark can have a symbol but must be a lettermark (No initials like MK).

BUSINESS CARD & LETTERHEAD

The design of these items should center around a clean and consistent typographic system. The business card will need to be printed.

▶ • **Please factor in the cost of printing a business card. (no more than 25-50)**

No decorative graphics should be on a designer's stationery. The stationery will be used for resume, so it must function as this. In addition, your brandmark on these items will help establish a visual identity for yourself.

3

Your Impact DesignHub experience will be included in your resume as design experience.

RESUME   15%
PRINTED: *Print base resume:*

Typically your resume is written on an 8.5 x 11 sheet and designed on your letterhead with your brandmark The purpose of a resume is to print, mail or hand to a prospective employer. More employers are requesting the resume digitally and several companies are asking for the text to be copy and pasted into an on-line system. Therefore the content of the resume is important. As a designer, the design of your resume reflects your ability to organize information in a systematic manner on an 8.5 x 11 sheet. Choice of font, size, style, color and graphics should never over shadow the content. You will learn about ways to construct your resume for design jobs.

ONLINE:

Your on-line presence is more important today than any other time. You must have a presence in social media in order to build your professional practices as a designer. But you will also need to clean up your image on social media and begin to establish yourself as a professional on all social media channels, Instagram, SnapChat, facebook, LinkedIn, Behance, YouTube and even online in a blog or website.

LINKEDIN

LinkedIn is the professional social media site that allows you to build a network with people in your profession. It is required for this course that you create a LinkedIn profile A resume on LinkedIn in much different than your printed resume. On LinkedIn you want to elaborate on your role and responsibilities in a previous job position. In other words, you want to tell a story or provide an example of how important your position was to the establishment. All job positions are relevant to your profession if you are able to show their importance.

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4

PORTFOLIO/ REEL   20%

Creating a portfolio or video reel can be an immense undertaking. It requires a deep understanding of yourself and reflection upon who you want to be. It not only documents part of your past, but it's built to forge a your future. Your portfolio/ reel is not about you; it's about what you can do for an employer. Your portfolio needs to align to your employment goals.

▶ **Portfolio/reel will include:**
- Domain name
- Web host for web site design or template
- Website with work and resume
- PDF version of portfolio or a video reel of your time-based work

CONTENT

You will look at your recent work and identify the strongest 10 works based upon goals and type of job position. Having enough work does seem challenging, but it is important to realize that if your work in a "one-up," "one-hit-wonder," (meaning you only did one good thing) it will be noticed by employers that you have not thought about the whole brand or campaign. It will be questioned on how you can make one look good, but all your others are not. So think about the full project. Add more elements to a good piece.

MOCKUPS

It is more important than ever to have a professional looking portfolio/reel. If your portfolio looks like student work, it will not get noticed. Mockups are the best way to help your work look more professional. However, it is not the only way. If your mock-ups are low resolution, badly distorted or out of focus, the work will not look professional. Invest in your future. Subscribe to an online mock-up company and get access to good quality mock-ups.

▶ • **Some mockups will need to be purchased.**

PORTFOLIO REVIEW

Best advice on portfolios is from a designer with experience. Sometimes ideas come from people that aren't you. A personal meeting with a professional designer gives perspective. The SAGA Submit Portfolio Review is required as part of your portfolio grade. You will need to show proof that you attended, photo with reviewer or professor.

▶ **The portfolio review is on a Saturday in late April, so once the date is confirmed, please make arrangements with your job to attend the review.**

Make a series and a body of work. No "one-hit-wonders."

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EVALUATION CRITERIA

ASSESSMENT AND EVIDENCE OF LEARNING *

- Development of concepts that are complete and show professionalism.
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills
- Active and verbal participation in class activities and presentations
- Attendance with the necessary materials and assignment preparation.
- Personal challenge and effort in project development
- Deadline compliance
- In class work
- Demonstration of abilities and growth
- Studio principles are followed
- Demonstration of work ethic: responsible and reliable

EVALUATION BREAK DOWN

Students will be evaluated on the basis of:

- Project Participation
- Assignments
- Evidence of initiative, creative and imaginative responses
- Attendance
- Milestone Markers (progress on where you are.)

Feel free to ask me about your grades and attendance totals at any time.

► **GRADE BREAKDOWN**

50% Live Projects (Teams) with freelance tools
15% Professional Brandmark/ Business Card
15% Resume
20% Portfolio/ Reel

Designers will be asked to fill out an evaluation survey to include
in the grading process.

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POLICIES

ATTENDANCE

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion. Attendance is mandatory in this course. Directions, demonstrations and presentations will not be repeated. If you have missed a studio session, you should always contact your fellow students or the instructor about what was missed before returning to class. Do not miss studio sessions on project deadline days as you will be marked down for missed deadlines. Do not miss days of guest speakers.

▶ **The graphic design studio is a work place. You are paid with a grade. For the work you do, you need to come to 30 sessions plus final presentation and portfolio review.**

SICK DAYS

Like a job, you have sick days. You have 2 sick days for the whole semester. That means in this course you can only miss one week (2 sessions). I give 2 sick days. These sick days are paid days where you will not be docked pay (grade) for missing that session. *Any absences after the excusable 2 sick days, must have a proof through written documentation of reasons for absence. If a student is absent for 5 or more classes they will fail the course. No exceptions unless the proof shows a viable excuse.* If you take any additional absences after your free 2 sick days, your final grade will be deducted 4 points for every absence. So in essence, the more absences the more closer you are to failing.

▶ **The 2 sick days (excused absences) can be used for anything. Therefore, it is recommended student save these free days for emergencies or sickness. If an illness or emergency requires more than 2 sick days (absences), official documentation will be required.**

EXCUSES

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Or you must show proof with time stamped of any other issues. Students are responsible for contacting instructor regarding absences, expected late arrivals to class or need to leave class early; no contact with instructor is interpreted as unexcused.

PRESENTATIONS DAYS

Do not use your sick days when there is a presentation due. Your team relays on your participation. Show your face if you are sick and ask if the team has all they need to push forward before you return to your cozy bed. Please be conscious of the spread of sicknesses and make every effort to share your discomfort so that the team can make accommodations on the project. We do not want everyone to get sick.

Attendance and promptness will greatly affect student's overall final grade.

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WORK ETHIC

As a student, of art 458 Graphic Seminar, your role is more that just a graphic designer, you are a member of a community, a studio. Your payment for doing the work in this course will be a grade.

Responsibility and Reliability

is key to success in this course and in the professional practice of graphic design. You will be required to follow a specific work ethic. You will need to do the following:

❶ **PRODUCE QUALITY WORK** As a graphic designer working in a professional studio, you will be ask to produce completed projects at the highest quality. It is important that your ideas, execution, and presentations be clear and clean. Projects should meet the criteria and guidelines listed. Spend quality time on projects and do not waste time with multiple things.*

❷ **PAY ATTENTION TO DETAIL** Check and double check everything you do. Give yourself enough time to review your project and make changes before you show client. Look for spelling, consistent spacing, typeface usage and consistency, alignment, and accurate content. All design must be reviewed and approved by instructor before it goes live. Therefore give your self pre-deadlines to obtain that approval.

❸ **BE AWARE OF EFFECTIVE DESIGN AND RESEARCH IN THE FIELD** Research and examine good quality curated design works. You are required to completed projects that look comparable to the work from a particular industry or product. Read articles and become members of online groups for designers on typography and design. Use what you have learned when working with clients and team members. This information is your knowledge that can be used to validate decisions and suggestions for future projects.

❹ **ESTABLISH INDEPENDENCE BUT ALSO TAKE INITIATIVE** Learn to train yourself through books and online resources. Practice, read, and make it a habit to problem solve and find information on your own. The profession changes and new ideas and technologies become prevalent, so go on online and look at resources. Share with your associates in the studio and offer assistance to all those in need, including project managers.

* You might think you can multi-tasks, but this is untrue and a myth. Cognitive studies show, you have to reset your brain when working on multiple things. Multitasking is often mistaken for focusing or blocking out multiple things.

** We will be using a platform called Basecamp to keep the team and director in touch and updated on progress of projects. Basecamp is our main form of communication. Please expose yourself as much as possible to this system. Watch videos, ask questions and figure out the best way to organize your team communication. It is your responsibility to check your email and Basecamp. Download the app on your phone and make sure you respond and participate in this platform.

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Responsibility & Reliability Cont.

5 **PRESENTATIONS AND DEADLINES** Establishing trust is key to designer- to-client success. This trust is established through high quality presentations, achieve goals, and meet deadlines. In most cases all team members will have to create a presentation. You want to show the highest quality to class so make sure you do your part to make the project successful and meet all internal and external deadlines. Presentations should tell a story and provide a visual representations of your proposal.

5 **COMMUNICATE AND RESPOND WITH PROFESSOR AND TEAM MEMBERS**
Obtain as much one-on-one assistance and guidance as possible. Clarify what the task is at hand and inform all parties of your process on a project. A successful project must have the assistance and approval of the instructor. Communicate with your team members. Make sure you are available via email and Basecamp to respond to needs on a project. Response time is crucial with real client based projects. Therefore you need to check your email and respond in a prompt manner.

6 **VERBAL AND NON VERBAL CUES** Conducting yourself in a professional manner is just part of being a graphic designer. How you hold your head, look at people and move your body is essential to establishing trust with a client and colleagues. While in this course you will need to follow along, take notes, be attentive, and show confidence when working with team members and especially with clients. Making eye contact, avoiding looking at a laptop screen, sitting close to a client and introducing yourself are all part of behavioral traits of a design professional. If guest speaker is present you should still show respect. You are encouraged to be a part of the discussion and listen in on the presentations as these will always be learning experiences.

7 **ABIDE BY POLICIES** You will need to abide by all the policies and procedures as listed in the Policies section of this handbook. Payment of work is based on an evaluation of how you conduct yourself in the studio. (See Policies)

8 **BE A TEAM PLAYER** As member of this course, first and foremost, you are part of a community. You own this time and these experiences: ownership is so important to team playing. It is your responsibility to pull your team together, motivate them and assist in completing all the tasks in order to have a successful experience. Be aware of things that occur. Speak up when something needs changing. Offer assistance to other team members if you see them struggling. You are responsible for yourself but also to help and uplift the team in a positive direction. Take the initiative to make a change.

PAYMENT (GRADE)

GRADE BREAKDOWN
Projects development is evaluated based on a point system as follows:
90% = Excellent, 80% = Good, 70% = Average, 60% = Weak, 50% = Poor, 0% Not Shown

FINAL GRADE CRITERIA
A   93-100
A   Clearly stands out as excellent performance and, exhibits mastery of learning outcomes. Meet all the criteria.
A-   90-92
B+   87-89
B   83-86
B   Grasps subject matter at a level considered to be good to very good, and exhibits partial mastery of learning outcomes. Meets most of the criteria.
B-   80-82

C+   77-79
C   73-76
C   Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning. Meets some of the criteria.
C-   70-72
D+   67-69
D   60-66
D   Quality and quantity of work is below average, exhibits only partial understanding and is not sufficient to progress in the studio sequence. Meets some of the criteria.
F   59-
F   Quality and quantity of work is below average and not sufficient to progress. Meets very little of the criteria.

****VERY IMPORTANT ****

If a students has any of the following items, they will receive an incomplete on the assignments and will be asked to re-do. (This means even if money has been spent on printing and mounting.)

Therefore avoid the following at all cost:

1. Crooked lines or paper fraying.
2. Pixilated images or graphics
3. Glue residue or dirt marks
4. Uneven folding.
5. Misspelling or grammar problems
6. Any font not approved by professor (check the Font wall for all "Do's and don'ts of fonts)

**None of the following fonts can be used.
(Banned Fonts)**
• Script fonts must be approved before using.
  (If you are not sure ask)
• Fonts w/ city names -Chicago, Monaco, New York, Geneva
• Chancery or any calligraphy style

Arial (use Helvetica)	Peignot	Trebuchet
Bauhaus	Mistral	Verdana
Comic Sans	Myriad	Zapfino
Courier	Sand	
Hobo	Skia	
Palatino	Tekton	
Papyrus	Times	

OTHER VALUABLE INFORMATION

Students with Learning Disabilities
If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.

Art 458

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Code of Student Conduct:
Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.
For information about the Code of Student Conduct, go to http://www.csun.edu/a&r/soc/studentconduct.html

SOFTWARE AND SKILLS

Due to the nature of various types of projects, designers should have an understanding of the process of design and the necessary tools (software skills) to execute a design solution. However, this is not a requirement for this program. There are students from various fields of study that commit to Impact DesignHub, and they may not have these skills. The community of designers in the course should help those individuals out as well as make them feel comfortable with design. The program needs people from all aspects of creation and all the students in the course will value various expertise and interests.   In some cases those individuals who are not designers become valuable assets to the teams with their various resources and experiences.

STUDIO ROOM MANAGEMENT

AC 408 is shared by a few other classes. However, this room is a room for you to work whenever you need. Therefore it is your responsibility to keep the room neat and clean. Do the dishes, move the trash, request a cleaner sponge, wipe down any mess.

SINK Even if you did not leave a dirty dish or leave coffee grinds in the coffee maker, as part of the community, if you see these things fix it. Please wash your own cups and dishes. Sometime you can't do it because your late for a client meeting or class. We understand. But as a community, you should wash any and all dishes in the sink: EVEN IF IT IS NOT YOURS.

TABLES & CHAIRS Just like in any situation, if you see a paper or napkin on the floor on a table clean those items up. If you see books or pens left, pile them on a desk some-where. All items on desks should be neatly aligned and organized. If these items sit in the same location for more than a week, they will be trashed. All chairs should be pushed down and placed under the tables.

BOOK CASES Books and items on the bookcase are for your use during class. Please do not take these outside of the room unless you obtain permission from a professor. There will be a sign up sheet on a clip board at Paula DiMarco's desk. If there is a strong need to borrow a book, you must sign it out with your name and student ID number and email. (Only 1 book at a time can be signed out). All monitors or TV screen should be put to sleep.

REFRIGERATOR Please label your food in the refrigerator.* This is your space. KEEP IT CLEAN AND NEAT. There will be food trashed on Friday mornings. (containers and all). If you don't want it trashed, please mark, Do not trash. But you must have your name on the food. All food that does not have a name, will be trashed immediately.

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ACADEMIC FIELD TRIP WAIVER

Once you are put on a project, you may need to go on location at the community organization to get a better picture of how the organization works. Therefore, your team may need to drive or walk to a location. The university requires all students who are going off campus for research for a class fill out the following waiver forms. All waiver forms must be submitted a week before your trip.

All time sheets must include:

1. Put in time you plan to leaving the university and what time you plan on arriving back on campus
2. Sign and print your name.
3. Make sure you obtain a signature from the instructor.
4. If you drive your own vehicle, you will have to fill out both forms seen below. Make sure you provide all information listed on the form.

This will be accessible via Basecamp professional development group. PLEASE KEEP A COPY OF ALL YOUR RECORDS.

1

4

California State University Northridge | Insurance and Risk Management

Academic Field Trip Waiver of Liability and Hold Harmless Agreement

I, the undersigned participant, am requesting participation in the CSU, Northridge.

Name of department and college: Department of Art , MCAMC

Activity: On site visit to a nonprofit client for the course Art 458

that begins on: _____ and ends on: _____

In consideration for being allowed to participate in this Activity, on behalf of myself and my next of kin, heirs and representatives, I **release from all liability and promise not to sue** the State of California; the Trustees of The California State University; California State University, Northridge and their employees, officers, directors, volunteers and agents (collectively "University") from any and all claims, **including claims of the University's negligence**, resulting in any physical or psychological injury (including paralysis and death), illness, damages, or economic or emotional loss I may suffer because of my participation in this Activity, including travel to, from and during the Activity.

I am voluntarily participating in this Activity. I am aware of the risks associated with traveling to/from and participating in this Activity, which include but are not limited to physical or psychological injury, pain, suffering, illness, disfigurement, temporary or permanent disability (including paralysis), economic or emotional loss, and/or death. I understand that these injuries or outcomes may arise from my own or other's actions, inaction, or negligence; conditions related to travel; or the condition of the Activity location(s). **Nonetheless, I assume all related risks, both known or unknown to me, of my participation in this Activity, including travel to, from and during the Activity.**

I agree to **hold** the University **harmless** from any and all claims, including attorney's fees or damage to my personal property, that may occur as a result of my participation in this Activity, including travel to, from and during the Activity. If the University incurs any of these types of expenses, I agree to reimburse the University. If I need medical treatment, I agree to be financially responsible for any costs incurred as a result of such treatment. I am aware and understand that I should carry my own health insurance.

I am 18 years or older. **I understand the legal consequences of signing this document, including (a) releasing the University from all liability, (b) promising not to sue the University, (c) and assuming all risks of participating in this Activity, including travel to, from and during the Activity.**

I understand that this document is written to be as broad and inclusive as legally permitted by the State of California. I agree that if any portion is held invalid or unenforceable, I will continue to be bound by the remaining terms.

I have read this document, and I am signing it freely. No other representations concerning the legal effect of this document have been made to me.

Participant's Signature : _____ Date: _____

Print Participant's Name _____ Phone No: _____

Instructor's Signature _____ Date: _____

Print Instructor's Name: _____ Phone No: _____

California State University Northridge

Office of Insurance and Risk Management

Student Authorization to Operate Privately Owned Vehicle for any University-Affiliated Program or Trip

PROGRAM/TRIP INFORMATION:

Student Name: _____ Student ID#: _____

Course/Organization: _____ Program/Activity: _____

Destination: _____

Departure Date/Time: _____ Return Date/Time: _____

VEHICLE INFORMATION:

Drivers License #: _____ State: _____ Exp. Date: _____

Vehicle License #: _____ Make/Model: _____ Exp. Date: _____

Name of Vehicle's Registered Owner: _____

Insurance Provider: _____ Policy Number: _____

List Passengers Traveling in the Vehicle:

_____

_____

CERTIFICATION:

I hereby certify that, whenever I drive a privately owned vehicle to or from a University-affiliated event, I will have a valid driver's license in my possession, all persons in the vehicle will wear safety belts, and the vehicle shall always be:

1. Covered by liability insurance for the minimum amount prescribed by State Law ($15,000 for personal injury to, or death of one person; $30,000 for injury to, or death of, two or more persons in one accident; $5,000 property damage).
2. Equipped with safety belts in operational condition.
3. To the best of my knowledge, in safe mechanical condition as required by law, and adequate for the work to be performed.

I further certify that I have no outstanding warrants. **I further certify** that while using a privately owned vehicle on University-affiliated business, I will report all accidents to the Office of Environmental Health & Safety (818) 677-2079 and form STD. 270 will be completed and filed within 48 hours of the accident.

I understand that in the case of an accident my personal vehicle insurance will be the primary coverage.

Student Signature: _____ Date: _____

APPROVAL:

Proof of Insurance has been verified and use of a privately owned vehicle on State business is approved:

Signature & Title: _____ Date: _____

2   **3**

Art 458

IMPACT DESIGN HUB

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PROJECT MANAGEMENT

A

B

Basecamp is a web-based project management tool used by creative professional studios. We will be using this tool to manage projects and communicate with team members on projects.

FIRST: Student designer will send an email to the professor. This email should be an email that will be used after graduation (instead of the CSUN email. However, students may use the CSUN email) . It should be an email that is checked often. A reliable email that the designer can access very easily..

SECOND: After email is provided, the designer will need to check the email, and accept the request to join Basecamp. The first time bascamp is used should be through that acceptance email. Proceed to login to Basecamp through the link provided in the acceptance email.
(Do not try to do this with out going through the email invite.)

THIRD: Download the app for Basecamp for smart phones. This will ensure consistent access Basecamp.

FOURTH: Become familiar with how the program works by watching video tutorials and exploring the projects.

A. Everyone will be on a Basecamp project called 396SD-Everyone. This is for the whole class. Announcements, schedule lectures by professor and other related material to the class will be located here.

B. These are samples of projects that you may be on.

You will find 6 modules on each Basecamp project.

1. CAMPFIRE is for live chatting. (Not for messaging with others that are not on-line). 2.

2. MESSAGE BOARD: this is where you message someone and then tag the people you want to see the message. This will be sent to you via email to inform you there is a message. You can reply to the email sent and it will post the message on Basecamp.

3. TO-DOS: this is for a list of tasks that have to get done. The person making the to-do should tag all those in charge of that task.

4. SCHEDULE is the place where you put all your due dates. Internal and external deadlines are included as well as client meetings. Please check with the studio manager to see if there is any conflicts when scheduling client meetings.

5. AUTOMATIC CHECK IN'S This module is not a popular, however those who have used it, use it more as motivational tool. This can be programed a head of time and be automatic each week.

6. DOCS & FILES will be probably the most used module. This is where you want to upload important information, images, sample designs, etc. But also, this is where you can type up your notes, compile research links and ideas in (word style) documents. You will need to keep this section organize and in use folders with most effective labels.
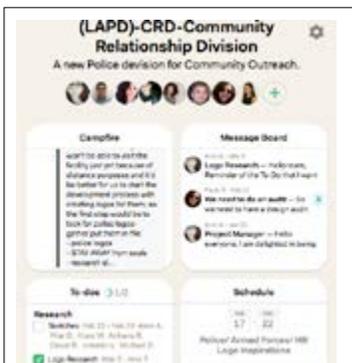
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YOUR ROLE [EVERYONE]

DESIGNER/ TEAM MEMBER

All student designers are considered team members. All projects will start with a team of individuals from various experiences, expertise, and skills. Each student should volunteer to take on a role in the team. (Above roles) This means do not wait for someone else to complete a task, but use your interests or skills and make things happen with your projects. In every team each person plays a role in building success. In some instances certain players of a team shine or are recognized for their accomplishments and this is common in business situations as well. However, this does not mean one role is more important than the other. On the contrary, when you are on a team you might be needed for simple tasks or complex task; for design or for research; for presentations or for getting a parking pass for a client. Your value is based on how you see yourself and how you take the initiative to be seen amongst your peers.

RESPONSIBILITIES:
1. Be on time and communicate with your team and project manager
2. Complete tasks and submit when asked by project manager
3. Take notes, be attentive and report to your group
4. Submit your best work at the highest quality possible
5. Volunteer to accomplish tasks (take initiative)
6. Respect your abilities and know you will learn from every experience. Success is measure based on strengths and recognition of those strengths by your peers.

STUDIO MANAGER

There are some people who are good with time management and organization management. The role of Studio Manager is to keep track of projects and scheduling in the studio. The studio manager works directly with the Director (professor) to make sure all tasks are completed and all scheduling of events, lectures and meetings are conducted smoothly. If you choose to be the Studio Manager, you will need to be very prompt and accessible to everyone in the class. You will be the go to person who will help the teams get things done. You can still be a designer on a team, but you will be the connection/ liaison between all teams.

RESPONSIBILITIES:
1. Making a Google calendar for the whole studio
2. Controlling calendar and ensuring there is no meetings conflicts
3. Communicating with teams
4. Soliciting information from Project Managers about tasks and deadlines (internal and external)
5. Reporting on the progress of the projects to Director (Professor) every first meeting of the week
6. Have administrative access to Basecamp (Management platform)
7. Be the go-to-person for all files and other documents for presentations and studio paperwork.
8. Be able to meet or have additional meetings outside of class time

Art 458

IMPACT DESIGN HUB

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Student roles cont:

PROJECT MANAGER / TEAM LEADER

Not everyone has the opportunity to be a project manager. If you do not volunteer, the professor/ director will invite someone to take on the role of project manager. As the projects progress, sometimes individuals realize they are not project management savvy and struggle with managing their team members, time-lines, tasks and other related responsibilities. If these happen to you or you see someone struggling, ask for assistance or offer your assistance. No one will be scolded or belittled but rather encouraged to try another route. This is a learning environment; make the mistakes here and learn about yourself here, before you are in the professional setting. *

Students who have been project mangers in the past have placed this role on their resume as professional experience. This in turn has allowed them more inquiries from job employers. Therefore, taking on the role as a leader does have benefits.

RESPONSIBILITIES:
1. Making a time-line for the projects (internal and external)
2. Communicating with Client
3. Scheduling meetings
4. Reporting on the progress of the projects to the class, Studio Manager, and Director
5. Reminding and soliciting all content and design submissions from clients and designers
6. Collecting designer submissions and organizing submissions
7. Leading all meetings and presentations
8. Designating or initiating volunteers for various tasks that you may not be able to complete
9. Be able to meet or have additional meetings outside of class time

WRITER/EDITOR

As an editor, you would work with a team/group to ensure that the verbal content make sense to the client. Therefore, a graphic design editor's role looks at all presentations before presented to the client. If you have a knack for writing and editing, you would be the perfect person for this position. The Writer/Editor works directly with professor and project managers to ensure that all verbal content is clear and concise. Please note: It is not the Editor's job to write documents. Instead, the editor, reviews, make suggestions and sometime rewrites some parts of a document.

RESPONSIBILITIES:
1. Have the necessary skills for editing written content
2. Work directly with professor & project managers on presentations, proposals, scope of work and other written documents
3. Reminding and soliciting time-line from project managers
4. Review and approve all written content created for client presentations
5. Obtain final approval by professor
6. Work with professor to ensure the content is accurate.
7. Be able to have some additional meetings outside of class time to meet with professor or project manager.

Art 458

IMPACT DESIGN HUB

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Student roles cont:

WEB DESIGNER

As a web designer you will be the go-to person for advice and input on website construction. In most cases you will end up doing the most work at the end of the project since constructing the website will require your expertise. However, this does not mean you will have to do everything. As a web designer, your role is to make sure others are getting the content you need to make the website functional. Therefore as the web designer you also have to be able to manage tasks and speak directly with the project managers on what will be needed.

Web designers may be on multiple teams and be considered a consultant for team projects. If you find you are overwhelmed by tasks, you need to solicit help. A lot of clients are going to rely on you to make things happen on-line. Your success will be based on how well you organize your time and how well you communicate your needs and the clients needs.

RESPONSIBILITIES:
1. Work directly with Project Managers
2. Be organized and clearly communicate what you need from your team members
3. Be able to problem solve
4. Have the necessary skills for web development
5. Understand and have more than basic knowledge of web technologies
6. Be able to take on tasks that will involve additional meetings outside of class time.

VIDEO/ MOTION DESIGNER

As a video/ motion designer, your role is the expert for all the other team members who have projects that propose or need video or motion graphics. There are several projects requested by community clients that involve video documenting or video segments about organizations. Therefore we are in great need for someone who is able to edit and know editing software as well as someone who knows how to use a camera and audio. If you have some knowledge this is okay, but you should be willing to learn as much as possible about this process and solicit help from others. Motion graphics is also important to this role because often an organization needs to promote their cause using type and graphics in order.

The Video/ Motion Designer may be on multiple teams and be considered the consultant for team projects. If you find you are overwhelmed by tasks, you need to solicit help. Your success will be based on how well you organize your time and how well you communicate your needs and the clients needs to your teams.
1. Work directly with project managers
2. Be organized and clearly communicate what you need from your team members
3. Be able to problem solve
4. Have the necessary skills video recording and editing
5. Be able to take on tasks that will involve additional meetings outside of class time.

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Student roles cont:

SOCIAL MEDIA JOURNALIST

As a social media person you keep everyone in the studio up-to-date on what is happening in the news related to design and community involvement. Your role is to publicize what is happening in the studio on a daily or weekly basis. You will be working with the photographer/ documenter to ensure that images and stories about projects be placed on social media outlets.

RESPONSIBILITIES:
1. Establish administrative status for all social media platforms
2. Publicize current events which happen in the studio on a weekly basis.
3. Post articles on related topics
4. Schedule post ahead of time that relate to current events or issues related to the design
5. Work with the Photographer/Documenter
6. Be able to conduct these responsibility remotely and often outside of class time.

PHOTOGRAPHER / DOCUMENTER

There will be a photographer/ documenter for ever team. But in addition, we will need a photographer for the class. The photographer's role is to take photographs of every activity, every happening, every aspect of the process of a project. Photographs may include: sketches, discussions, researching, concept building, designing, site visits, client meetings, guest speakers, and more. If you take this role, you should not be intimidated by taking photos and getting up close to subjects. Having a DSR camera is a plus, but is not necessary if you have a smart phone camera that can take good quality pictures. As the photographer, you will need to know how to frame shots and make subjects and activities look interesting. (If you have a DSR camera and do photography, please let professor know that you can also do more than just document. Sometime projects require photographing concepts for designs.)

RESPONSIBILITIES:
1. Take photos often
2. Organize and label all documents with dates and activities
3. Post all photos in a folder in your team's Basecamp "Photo documentation"
4. Meet with Social Media person to go over what is needed and discuss ideas and concepts for images.
5. Submit photos of important activities to Social Media Journalist for posting
6. Be able to conduct these responsibility remotely and often outside of class time.

OTHER ROLES

In addition to the previously stated roles, the studio is often in need of an illustrator, research and event planner. In some case there will be other roles coming up as the semester progresses. If you are interested in any one of these three roles, please let the professor know.

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AGREEMENT & INFO FORM

AGREEMENT:

I have read through the syllabus and handbook. I understand the expectations of me in the course. I am aware that the teacher and students in the class will help me and I will help them make this course experiences beneficial and enjoyable. I am aware that others will rely on me and I will make every effort to keep my word and work with my team to make a fulfilling product for community partners. I am also aware that my grade is payment in this studio experience. That grade is based on the listed deliverables and payment break down located in the syllabus.

Name: _____

Area(s) of Concentration: _____ Graduation Date: _____

Email: _____ Cell: _____

Signature _____ **Date** _____

QUESTIONS FOR YOU:

Besides Designer/ Team Member please indicate the other roles you would like to take. Please explain why this role would benefit you and how your can benefit from this role.

☐ Studio Manager
☐ Project Manager / Team Leader
☐ Writer/Editor
☐ Web Designer
☐ Video/ Motion designer
☐ Social Media journalist
☐ Photographer / Documenter
☐ Other roles

_____
_____
_____
_____
_____
_____
_____
_____
_____

Please select your **strengths**: *(Be honest please)*

☐ Logo and branding   ☐ Posters/Signage   ☐ Editorials/ Brochures
☐ Web Design   ☐ Marketing   ☐ Social Media planning
☐ Video   ☐ Murals   ☐ Hand Lettering

Have you taken the branding class?   ☐ Yes ☐ No
Have you ever built a website before?   ☐ Yes ☐ No
Do you know about video & video editing?   ☐ Yes ☐ No
Have you created a social media plan before?   ☐ Yes ☐ No
Have you ever worked on a team based project?   ☐ Yes ☐ No
Have you ever lead a team based project?   ☐ Yes ☐ No

We will be working with clients who deal with a variety of topics.
Please rate your interest in numerical order.

___ Homelessness assistance   ___ Sexual assault/safe sex awareness
___ HIV testing   ___ Substance abuse assistance
___ A camp for kids   ___ LGBTQ Latinx
___ Girls in STEAM (science technology,
    engineering, art & math)

What are your reasons for taking the course? _____
_____
_____
_____

What do you want to get out of the course? _____
_____
_____
_____

Art 458

Please indicate if you read, write, and speak any of the following languages:
☐ Spanish   ☐ Korean   ☐ Chinese   ☐ Armenia   ☐ Farsi

Academic Field Trip Waiver of Liability and Hold Harmless Agreement

I, the undersigned participant, am requesting participation in the CSU, Northridge,

Name of department and college: Department of Art , MCAMC

Activity: On site visit to a nonprofit client for the course Art 458

that begins on: _____ and ends on: _____

In consideration for being allowed to participate in this Activity, on behalf of myself and my next of kin, heirs and representatives, I **release from all liability and promise not to sue** the State of California; the Trustees of The California State University; California State University, Northridge and their employees, officers, directors, volunteers and agents (collectively "University") from any and all claims, **including claims of the University's negligence,** resulting in any physical or psychological injury (including paralysis and death), illness, damages, or economic or emotional loss I may suffer because of my participation in this Activity, including travel to, from and during the Activity.

I am voluntarily participating in this Activity. I am aware of the risks associated with traveling to/from and participating in this Activity, which include but are not limited to physical or psychological injury, pain, suffering, illness, disfigurement, temporary or permanent disability (including paralysis), economic or emotional loss, and/or death. I understand that these injuries or outcomes may arise from my own or other's actions, inaction, or negligence; conditions related to travel; or the condition of the Activity location(s). **Nonetheless, I assume all related risks, both known or unknown to me, of my participation in this Activity, including travel to, from and during the Activity.**

I agree to **hold** the University **harmless** from any and all claims, including attorney's fees or damage to my personal property, that may occur as a result of my participation in this Activity, including travel to, from and during the Activity. If the University incurs any of these types of expenses, I agree to reimburse the University. If I need medical treatment, I agree to be financially responsible for any costs incurred as a result of such treatment. I am aware and understand that I should carry my own health insurance.

I am 18 years or older. **I understand the legal consequences of signing this document, including (a) releasing the University from all liability, (b) promising not to sue the University, (c) and assuming all risks of participating in this Activity, including travel to, from and during the Activity.**

I understand that this document is written to be as broad and inclusive as legally permitted by the State of California. I agree that if any portion is held invalid or unenforceable, I will continue to be bound by the remaining terms.

I have read this document, and I am signing it freely. No other representations concerning the legal effect of this document have been made to me.

Participant's Signature :_____ Date:_____

Print Participant's Name _____ Phone No: _____

Instructor's Signature _____ Date:_____

Print Instructor's Name:_____ Phone No: _____

California State University Northridge

Office of Insurance and Risk Management

Student Authorization to Operate Privately Owned Vehicle for any University-Affiliated Program or Trip

PROGRAM/TRIP INFORMATION:

Student Name: _____ Student ID#: _____

Course/Organization: _____ Program/Activity: _____

Destination: _____

Departure Date/Time: _____ Return Date/Time: _____

VEHICLE INFORMATION:

Drivers License #: _____ State: _____ Exp. Date: _____

Vehicle License #: _____ Make/Model: _____ Exp. Date: _____

Name of Vehicle's Registered Owner: _____

Insurance Provider: _____ Policy Number: _____

List Passengers Traveling in the Vehicle:

_____

_____

CERTIFICATION:

I hereby certify that, whenever I drive a privately owned vehicle to or from a University-affiliated event, I will have a valid driver's license in my possession, all persons in the vehicle will wear safety belts, and the vehicle shall always be:

1. Covered by liability insurance for the minimum amount prescribed by State Law ($15,000 for personal injury to, or death of one person; $30,000 for injury to, or death of, two or more persons in one accident; $5,000 property damage).
2. Equipped with safety belts in operational condition.
3. To the best of my knowledge, in safe mechanical condition as required by law, and adequate for the work to be performed.

I further certify that I have no outstanding warrants. *I further certify* that while using a privately owned vehicle on University-affiliated business, I will report all accidents to the Office of Environmental Health & Safety (818) 677-2079 and form STD. 270 will be completed and filed within 48 hours of the accident.

I understand that in the case of an accident my personal vehicle insurance will be the primary coverage.

Student Signature: _____ Date: _____

APPROVAL:

Proof of Insurance has been verified and use of a privately owned vehicle on State business is approved:

Signature & Title: _____ Date: _____