



KIIS Berlin & Barcelona Program, Summer 2024

ART 430 Graphic Design: Typography & Poster

Instructor: Rachel Moser

Email: Rachel.Moser@eku.edu

Instructor's office hours: on site and by appointment

Syllabus subject to change

Course Description:

Posters serve multiple functions, including promotion, commemoration, information dissemination, education, and making political statements. They can range from hand-painted cardboard pieces to highly crafted and professionally produced designs. Regardless of their purpose or production method, posters are meant to effectively and swiftly convey a message.

In this class, we will actively observe and engage in the creation of posters. We will explore the poster landscapes of Barcelona and Berlin, examining how they compare and contrast with the posters we encounter in our own culture. You will create a visual catalog of the posters we come across, documenting their diversity and impact. Additionally, you will have the opportunity to design and produce three posters inspired by our experiences in Barcelona and Berlin. Note: as a 400-level course, applicable prerequisite classes [e.g. ART 330 and 331 at WKU] and/or experience in the mediums prior to taking this course.

Overall KIIS Program Student Learning Outcomes:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

Course Objectives and Specific Learning Outcomes:

- Gain a greater knowledge of and appreciation for poster design as a visual communication vehicle.
- Incorporate Barcelona/ Berlin and study abroad excursions and observations as source material for course assignments.
- Practice your skills of design and composition.
- Deepen and document learning through written reflections about your experiences and the work you are producing in the class.

Major Topics covered in the Course:

Much of our “educational experiences” will be excursions in Barcelona/ Berlin and beyond. You will be observing and documenting posters through photographs and notes. As we discover certain poster styles, designers/artists, or subject matter, we will dive into those with more on-site research. Reflective writing about your experiences through brief written responses will be part of your class documentation.

Brief presentations related to poster design and its history, especially posters from Spain and Barcelona/ German and Berlin. Most of the class time will be devoted to actively working on your current assignment, getting faculty and peer input into your projects, or participating in discussions and/or critiques.

Required Readings and Materials:

Software and Hardware:

Photoshop CC, Illustrator CC, Laptop, Camera, USB Flash Drive

Additional Materials:

Micron Pens, Pens, Pencils, Paper, Eraser, Ruler, and any additional drawing supplies

Graded Assignments:

Poster designs (3, each worth 20%: total of 60% of course grade)

Three poster designs will be created with specific parameters and content defined based on what we have observed in our Barcelona/ Berlin excursions. Evaluation will be on both the final piece as well as showing process — initial thumbnail sketches, more refined sketches, and final composition.

Poster catalog/journal: 30%

A visual reference and reflective writing piece that includes the photos of posters you have seen in your excursions. Also includes your three poster designs done as a response, showing initial idea development (rough sketches) through refinement to final composition.

Participation: 10%

Active and engaged participation in excursions and classes. Letter grades will be given in this class and will be assigned using the standard grading scale:

100-90%=A (Represents an exceptionally high achievement as a result of aptitude, effort and intellectual initiative. Work created exceeded all of the requirements for the project/course.) 89-80%=B (Represents a high achievement as a result of ability and effort. Work created met all requirements for the project and exceeded some of them.)

79-70%=C (Represents average achievement. Work met all requirements for the project/ course.)

69-60%=D (Represents the minimum passing grade. Work met some requirements for the project/course and failed to meet some.)

59% and below=E (Represents unsatisfactory performance and indicates failure in the project/course. Work did not significantly meet requirements for the project/course.)

Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused

absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / michael.crowe@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program

director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eeo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.