ARTS 3361.001 Graphic Design II

Fall 2011
Professor:
Amanda Garcia
office: CA 208
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phone: x 2865

Office Hours:
Tuesday & Thursday
1:30 to 3:30 pm
CA 208

Printing Lab
CA 206A
Hours of Operation:
during your class time

Work Lab:
CA 201
Open 8 am to 11 pm

Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on two-dimensional design as it applies to branding/corporate identity design, poster design and advertising design.

Student Learning Outcomes

- To understand the role of graphic communication as it is applied to various media and to explore the challenges posed by each medium.
- To create using design principles of color, form, typography, research and implementation in print media.
- To create advertising campaigns with cohesive concepts and components
- To create professional branding packages

Course Pre-Requisites

ARTS 3360 is a prerequisite for this course. Students should have a general understanding of Adobe software applications. Students should also be familiar with the Macintosh interface. Students should be familiar with history of graphic design, typography and mounting procedures. If this is not the case, and you have not taken ARTS 3360 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

Reference Texts

TM, Trademarks Designed by Chermayeff & Geismar by Chermayeff Geismer Inc

Graphic Design Solutions, 4th edition by Robin Landa
*Available online at amazon.com

Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

Required Materials

Portable media: Jump drive/ USB drive. At least 1 GB

Process notebook: Black 3 in. 3-ring binder w/ plastic sleeves & tab dividers for each project and notes

Mounting supplies: Foam core (provided), 3M Super 77 spray mount glue (provided), & XActo knife NOT PROVIDED

*Supplies may be purchased at Hobby Lobby, JoAnn’s
ADA compliance
Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825.5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.

ADVISING
The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 90 points of your final grade. Reading assignments & in-class assignments will total 10 points of your final grade.

major projects

There will be three major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

reading assignments

There will be reading assignments most weeks. These will be accompanied by a list of terms to define. These readings will also be covered on all quizzes.

CLASSROOM POLICIES

late work

This class will be run as a professional practice. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

studio work time

There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

email addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

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Week One

- Introduction, Syllabus, Course Overview
- Review type rules
- Review design principles
- Lecture :: Branding
- Start in-class assignment 1

Week Two

- In-class assignment (1) due (Wednesday)
- Reading Assignment: Graphic Design Solutions, Chapters 10 pgs. 239–247
- Lecture :: Branding vs. Logo Design
- Discuss project one
- Lecture :: Logo examples, the good, the bad and the ugly
- Discussion of project one
- Define target audience of project one
- Begin mood board for project one
- Reading Assignment: Graphic Design Solutions, Chapters 10 pgs. 255–260

Week Three

- Begin work on project one: Logo Design & Stationery Package
- In Class critiques
- Small group assignments
- Student presentations continue on designers/turn in research papers as you present
- Reading Assignment: Graphic Design Solutions, Chapters 10 pgs. 268–274
- Define terms set three from reading

Week Four

- Finish project one
- In Class critique
- Print our and mount project one
- Final presentation of project one to panel

Week Five

- Reading Assignment: Graphic Design Solutions, Chapters 12 pgs. 303–310
- Define terms from reading
- Lecture: InDesign
- In Class assignment, In Design
- Define target audience for project two
- Begin work on project two
Week Six

• Reading Assignment: Graphic Design Solutions, Chapters 12 pgs. 316–320
• Continue work on project two
• Small group discussions on project two
• Studio work time in class
• Review for quiz one

Week Seven

• In Class critiques of project two
• Black and white print outs of progress
• Quiz

Week Eight

• Finish project 2 this week
• In Class critique of progress
• Black and white print out
• Discuss presentation techniques
• Print final piece in color, mount and present to panel

Week Nine

• Reading Assignment: Graphic Design Solutions, Chapters 13 pgs. 325–341
• Define terms from reading
• Lecture :: Advertising Design & Historical time line
• Lecture :: Ad examples, Good vs. Bad
• Discuss project three :: Advertising Campaign
• Lecture :: Ad Agency Structure
• Assign small groups
• Divide small groups into agency structure
• Meet with community-client for project three on site (field trip)
• Turn in field trip forms

Week Ten

• Reading Assignment: Graphic Design Solutions, Chapters 13 pgs. 346–358
• Begin work on final project
• Work in small creative groups for research, target audience
• Complete TA worksheet
• Complete mood board
• Begin work in InDesign and Illustrator
• Send initial proofs to client
• Define terms set eight

Week Eleven

• Continue work on final project
• In Class critique of progress
• Studio work time all this week

Week Twelve

• Meet with client for face-to-face review of progress
• Make necessary revisions to work
• Continue to work in class
• Small group critique

Week Thirteen

• Project three should be 90% complete by the end of this week
• Final In Class critique
• Meet with groups for discussion on presentation
• Make final tweaks to project

Week Fourteen

• Final print outs of project
• Meet with groups outside of class time for presentation prep.
• Present to client on final exam day
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Graded Activity

**Major Project One:**
Logo & Identity Design:
You will create a logo for a specific company and translate this logo onto a business card, letterhead, envelope and promotional item.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

**Major Project Two:**
Collateral Design :: Brochure & Rack Card Design
Students will work individually to create a brochure and rack card design for a given client.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

**Major Project Three:**
Advertising Campaign
Each student will create an ad campaign for a community partner.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

Other graded work will include readings & response questions each week.
In Class Assignment I

Developing a Brand: Step One

The first step in developing a brand for a new company or start-up business is defining your BRAND STRATEGY. From our lecture, you learned that:

*Brand strategy: the core tactical underpinning of branding, uniting all planning for every visual and verbal application.*

Brand strategy:
• defines the brand’s personality and promise
• differentiates the brand from the competition by defining the brand’s positioning
• arrange these key identifiers of the brand into a system that can be applied to design development

Client: Grand Union, LLP

Concept: Write a brand strategy for the above client.

You must develop the brand strategy over a 6 day period. This must include:
• Page 1: One paragraph concise synopsis of who this company is, it's history, key owner(s) and products/services.

• Page 1: One paragraph concise synopsis of the target audience, competition and current place in the market in which it exists.

• Page 2: Brand Strategy
  • To include a paragraph on what sets this company apart from it's competition.
  • To include a list of key identifiers of the brand's personality and promise

• Page 3: Brand Diagram
  • A visual tree diagram arranging these identifiers into the most important and dependant to successfully communicate the brand to the target audience.

Presentation:
Please print out these 3 pages and staple them. You will also need a cover sheet with your name, the company name and the date. Please use good design techniques in completing this assignment.