ARTS 3361.001  Graphic Design II

Fall 2012
Professor:
Amanda Garcia
office: CA 208
amanda.garcia@tamucc.edu
phone: x 2865

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

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

Work Lab:
CA 201
Open 8 am to 11 pm

Blog:
http://arts3361.blogspot.com

Meeting Time:
M&W: 3:30-6:20pm

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

See Blog for details: arts3361.blogspot.com
ADA compliance
Any student with a documented disability needing academic adjust-
ments or accommodations is requested to speak with me as soon as
possible, preferably during the first two weeks of class. All discus-
sions will remain confidential. Contact the Services for Students
with Disabilities Office (825.5826) if you have a disability or sus-
pect 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 appropri-
ate 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 responsibili-
ties 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 docu-
ments are accessible through the University Rules
h.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. Read-
ing assignments, sketch book entries & 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.

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 com-
municator—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 class-
room. 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 cur-
rent assignment without any notice from me.

ADA compliance
Any student with a documented disability needing academic adjust-
ments or accommodations is requested to speak with me as soon as
possible, preferably during the first two weeks of class. All discus-
sions will remain confidential. Contact the Services for Students
with Disabilities Office (825.5826) if you have a disability or sus-
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ARTS
3361.001 Graphic Design II
<table>
<thead>
<tr>
<th>Week One</th>
<th>Week Eight</th>
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<tbody>
<tr>
<td>• Introduction, Syllabus, Course Overview</td>
<td>• In Class critique of progress</td>
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<tr>
<td>• Review type rules</td>
<td>• Black and white print out</td>
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<tr>
<td>• Review design principles</td>
<td>• Discuss presentation techniques</td>
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<tr>
<td>• Lecture :: Branding</td>
<td>• Sketch Book Assignment</td>
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<tr>
<td>• Start in-class assignment 1</td>
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<tr>
<th>Week Two</th>
<th>Week Nine</th>
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<tbody>
<tr>
<td>• In-class assignment (1) due (wednesday)</td>
<td>• Complete Project Two</td>
</tr>
<tr>
<td>• Lecture :: Branding vs. Logo Design</td>
<td>• Print and Present</td>
</tr>
<tr>
<td>• Discuss project one</td>
<td>• Lecture :: Advertising Design &amp; Historical time line</td>
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<tr>
<td>• Lecture :: Logo examples, the good, the bad and the ugly</td>
<td>• Lecture :: Ad examples, Good vs. Bad</td>
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<tr>
<td>• Discussion of project one</td>
<td>• Discuss project three :: Advertising Campaign</td>
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<tr>
<td>• Define target audience of project one</td>
<td>• Lecture :: Ad Agency Structure</td>
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<tr>
<td>• Begin mood board for project one</td>
<td>• Assign small groups</td>
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<tr>
<td>• Adobe Illustrator Pen Tool</td>
<td>• Divide small groups into agency structure</td>
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<td></td>
<td>• Meet with community-client for project three on site (field trip)</td>
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<td>• Turn in field trip forms</td>
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<tr>
<th>Week Three</th>
<th>Week Ten</th>
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<tbody>
<tr>
<td>• Begin work on project one: Logo Design &amp; Stationery Package</td>
<td>• Begin work on final project</td>
</tr>
<tr>
<td>• In Class critiques</td>
<td>• Work in small creative groups for research, target audience</td>
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<tr>
<td>• Small group assignments</td>
<td>• Complete TA worksheet</td>
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<tr>
<td>• Sketch Book Assignment</td>
<td>• Complete mood board</td>
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<td>• Send initial proofs to client</td>
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<td>• Define terms set eight</td>
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<tr>
<th>Week Four</th>
<th>Week Eleven</th>
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<tbody>
<tr>
<td>• In Class critique</td>
<td>• Continue work on final project</td>
</tr>
<tr>
<td>• Work in class on project one</td>
<td>• In Class critique of progress</td>
</tr>
<tr>
<td>• Sketch Book Assignment</td>
<td>• Studio work time all this week</td>
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<td>• Sketch Book Assignment</td>
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<tr>
<th>Week Five</th>
<th>Week Twelve</th>
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<tbody>
<tr>
<td>• Sketch Book Assignment</td>
<td>• Meet with client for face-to-face review of progress</td>
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<tr>
<td>• Print project One</td>
<td>• Make necessary revisions to work</td>
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<tr>
<td>• Present project One</td>
<td>• Continue to work in class</td>
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<tr>
<td>• Define target audience for project two</td>
<td>• Small group critique</td>
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<td>• Sketch Book Assignment</td>
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<tr>
<th>Week Six</th>
<th>Week Thirteen</th>
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<tbody>
<tr>
<td>• Sketch Book Assignment</td>
<td>• Project three should be 90% complete by the end of this week</td>
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<tr>
<td>• Work on project two</td>
<td>• Final In Class critique</td>
</tr>
<tr>
<td>• Small group discussions on project two</td>
<td>• Meet with groups for discussion on presentation</td>
</tr>
<tr>
<td>• Studio work time in class</td>
<td>• Make final tweaks to project</td>
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<td>• Turn in sketch book for grading</td>
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<tr>
<th>Week Seven</th>
<th>Week Fourteen</th>
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<tbody>
<tr>
<td>• In Class critiques of project two</td>
<td>• Final print outs of project</td>
</tr>
<tr>
<td>• Black and white print outs of progress</td>
<td>• Meet with groups outside of class time for presentation prep.</td>
</tr>
<tr>
<td>• Sketch Book Assignment</td>
<td>• Present to client on final exam day</td>
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**Note:** This schedule is tentative and may change at any time at my discretion.
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.