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 and three-dimensional design as it applies to packaging design, publication design and design for social awareness.

course objectives & purpose

• Think critically and question the design world in which you exist
• Create within the community to establish a social responsibility in graphic communication
• Understand the business of graphic design
• Create in three-dimensional design principles & challenges
• Create in publication design

course pre-requisites

ARTS 3360 & ARTS 3361 & ARTS 2361 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, 3361 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

required current magazines

(1) Issue of Archive Magazine
(1) Issue of CMYK Magazine

required audio articles

Design Matters, Interviews with Debbie Millman
10 required pod casts with written responses

reference texts

**Designing Brand Identity, Third Edition, Alina Wheeler
Pantone Guide to Communicating with Color by Leatrice Eisemann
Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

required materials

Portable Hard Drive (recommended).
Use of a USB (at least 1GB) drive is acceptable, however if the drive fails or is loss, you are still responsible for meeting all deadlines.

Access to computer outside of class time. Either lap top to work from home or ability to work in lab at least 8 hours per week outside of class.
grading opportunities

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

Major projects will total 70 points of your final grade. Class participation/in class assignments will total 10 points of your final grade. Podcast assignments will total 20 points.

major projects

There will be three major projects. Each project is broken down into a point system based on concept, process and outcome.

CLASSROOM POLICIES

late work

This class will be run as a professional organization. Deadlines must be met in the industry, therefore no late work is accepted and there no exceptions. If you are unable to make the final critique of a project, please make arrangements with me to turn in and 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.

professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted in class. (exceptions will be made on working days)

studio work time

We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. 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.

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

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, points will be automatically deducted from your participation/professionalism grade without any notice from me.

*Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

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.
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

*In Class*
- Introduction, Syllabus, Course Overview
- Introduce and Discuss Project One
- Lecture :: Design for Social Awareness
- Look at several examples

*Homework*
- Conduct preliminary research on a social topic of your choice
- Prepare a presentation (5–10 minutes) for two of those topics

Week Two

*Items Due (Tuesday)*
- Prepared Presentations

*In Class*
- Student Presentations
- Discuss Ideas Presented

*Homework for Thursday*
- Write a design brief/proposal (project description, statement of purpose, summary, target audience, challenges, call to action, and design elements)
- Create mood boards containing imagery, colors, etc. that capture the visual style you wish to create as part of your final design.

*Items Due (Thursday)*
- Design brief
- Mood Boards

*In Class*
- Present and discuss mood boards
- Begin thumbnail sketches for chosen direction and both components

*Homework*
- Complete 50 thumbnail sketches for each component

Week Three

*Items Due (Tuesday)*
- Thumbnail sketches

*In Class (Tuesday)*
- Class critique and discussion on sketches/direction
- Work in class

*Homework for Thursday*
- Complete two rough proof of concepts from sketches

*In Class (Thursday)*
- Critique and Discussion

*Homework*
- Begin to refine components based on class critique

Week Four

*Items Due (Tuesday)*
- Work in Progress

*In Class*
- WIP Critiques
- Working Day

*Homework*
- Finalize design and prepare final files for production, print, and create final piece to be handed in.
ARTS 4361.001 Graphic Design III

Week Five

Items Due (Tuesday)
- Project one due

In Class (Tuesday)
- Class Critique of Project One
- Recap of project one. Challenges?
- Introduce and discuss project two
  - Corporate Identity Systems
  - Group Project (3)

In Class (Thursday)
- Meet with client (on-site, or at client location)
- Turn in field trip forms
- Break into creative groups

Homework
- Meet with creative group
- Write design brief/proposal (project description, statement of purpose, summary, target audience, challenges, call to action, suggested design elements, and a working time line for the project.)
- Begin working on logo thumbnails, each group should be prepared to show at least 50 thumbnail sketches

Week Six

Items Due (Tuesday)
- Design Brief/Proposal
- 50 logo thumbnail sketches

In Class
- Send PDFs of Design Brief/Proposal to client
- Lecture :: Working for clients
- Group Critiques of sketches with Professor
- Begin to develop logos in Illustrator
- Work in class on project

Homework
- Finalize three vector logos in black and white (no color).
  Each member of the group should be responsible for creating one final concept.
- Print logos for final class critique.
- Begin compiling and creating color systems to be used with the logo and business system.

Week Seven

Items Due (Tuesday)
- Three vector logos from each group

In Class
- Class critique of vector logos
- Refine logos based on critique
- Prepare black and white logos to be presented to client via PDF

Homework for Thursday
- Create final PDF to be sent to client of your group’s three final black and white logos
- Begin work on business systems for each logo (business card, letterhead, envelope, etc.). Apply color to entire identity system.

Items Due (Thursday)
- PDF to be sent to client
- Progress on remainder of business system

In Class
- Working class

Homework
- Continue to flush out project

Week Eight

In Class (Tuesday)
- Meet with client to receive feedback on logos
- Working day

Homework
- Make any and all revisions as requested by the client

In Class (Thursday)
- With logo chosen by client finalize all other components of the identity system.
- Work in progress critiques
- Guest designer in class to critique your progress
- Prepare files for printer

Homework
- Keep working… Prepare final pieces for presentation, move forward on second part of project (see me if you are ahead of schedule)
Week Nine

In Class (Tuesday)
Working Day
Print project two
Mount
Practice presentation techniques

Homework for Thursday
Prepare presentation of final Identity System to a panel of professionals

In Class (Thursday)
Make group presentations of final Identity System to a panel of professionals
Recap of the first part of project two
Discuss second part of project two :: Collateral Design

Homework
Work with group to determine creative direction for collateral pieces.

Week Ten

In Class
Working Class :: Finalize all pieces of collateral and identity system for final presentation to client.

Week Eleven

In Class
Working Class :: Finalize all pieces of collateral and identity system for final presentation to client.

Week Twelve

In Class or On-site
Present final identity and collateral systems to client, class, professor, and others.

Week Thirteen

In Class
Make any and all changes received from critique and/or client.

Week Fourteen

In Class
Final identity and collateral systems due in class.
Final class critique.

Grading Opportunities
Projects: 80% of grade
Student Presentations: 10%
Professionalism: 10%

Project One: Due February 19th, 2013
Social Awareness Campaign :: Personal or Political (20%)
Students will work individually to create a social awareness campaign of at least two components on a topic of their choice. Components must include at least one poster and one other component.

Project Two, Part One: Due March 21st, 2013
Logo and Business System (35%)
Students will work in teams of two to create complete Identity/Branding System for Fish Camp Rockport

Project Two, Part Two: Due April 25th, 2013
Collateral Material (25%)
Continuing to work in teams of two, students will create up to four pieces of collateral that follows the brand standards determined during the first part of project two for Fish Camp Rockport.