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.

Student Learning Outcomes
• 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

Additional Competencies
The following indicate additional competencies that students will develop as a result of completing this course:

1. Students will prepare design proposals (creative briefs), successfully research and analyze the context of specific contents engage in design development, creative problem solving and project management technically execute and present completed concepts.

2. Students will exhibit an understanding of organizational methods, such as the use of grids discover the fundamental ideas, form and design principles governing style in design and art movements.

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 Texts
Adobe InDesign CS6 Digital Classroom
by Christopher Smith, AGI Creative Team

Reference Texts
Pantone Guide to Communicating with Color
by Leatrice Eisemann
Adobe Illustrator CS6 Digital Classroom
by Jennifer Smith, AGI Creative Team
Required Materials

1. 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.
2. DropBox Account (free)

Grading Opportunities

Please see last page of syllabus for detailed grade break down.

Late Work

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 and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Class Participation

You are encouraged to participate in class discussions and critiques. Discussions are an opportunity for you to contribute to your classmate’s design process. Remember, criticism is meant to help you become a better visual communicator—please do not take any criticism personally.

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.

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 during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects. There is very little outside of class time opportunities to work in Bay Hall 234. Therefore, you must make the most of your time in the studio.

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.

Academic 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

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

*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 CCH (Corpus Christi Hall) 116, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.
# Graphic Design III :: class schedule

This schedule is tentative and will change.

## Week One
- Introductions and course overview
- Project description
- Lecture/Lesson
- Homework

## Week Two
- Design Brief/Proposals Due
- Lecture/Lesson: Creating a logo
- Homework

## Week Three
- Class Critique of sketches
- Brief Lecture/Class discussion
- Working Day
- Homework: Begin developing 3 vector (Illustrator) logos for each solution from sketches.

## Week Four
- WIP Class critique of vector solutions
- Working Day: Finalize vector logo
- Homework: Finalize vector logos for all three solutions.

## Week Five
- Final black and white logos due at the beginning of class
- Class Critique
- Lecture/Lesson
- Working Day: Begin color research and application to logo
- Homework: Finalize three color options for the chosen logo, Sketch ideas for letterhead, business card, and envelope

## Week Six
- Three color options & Business system sketches due at the beginning of class for presentation
- Class Critique
- Working Day: Finalize color logo, begin sketches for letterhead, business card, and envelope designs
- Homework: Finalize business system, Develop layout ideas for identity manual

## Week Seven
- Working Day: Work on all parts of project
- Individual meetings
- Homework: Finalize Business System, Continue work on final application and Identity manual

## Week Eight
- Working Day: Work on all parts of project
- Individual meetings

## Week Nine
- Working Day: Work on all parts of project
- Individual meetings

## Week Ten
- Business System due at the beginning of class
- Class Critique
- Working Day: Work on final application and identity manual
- Individual meetings
- Homework: Continue work on final application and identity manual

## Week Eleven
- Working Day: Work on all parts of project
- Individual meetings

## Week Twelve
- Working Day: Work on all parts of project
- Individual meetings

## Week Thirteen
- Working Day: Work on all parts of project
- Individual meetings

## Week Fourteen
- Final Identity manual due at the beginning of class
- Final application due at the beginning of class
- All associated files are due on a CD at the beginning of class
- Final Critique Part
Grading Opportunities

**Research & Creative Brief (20%)**
Students will be working with an actual client and will need to conduct research to best determine how their designs will satisfy the client's request. This research will be summarized in a comprehensive creative brief (a plan of attack). Students will be provided a general outline to follow.

**Logos (20%)**
Students are required to produce a final black and white and color versions of their logos. Logos are to be created in Illustrator, printed and mounted on black illustration board. Students will use this final solution to develop the remaining parts of an effective brand.

**Business Systems (20%)**
As part of the development of the brand, students will be required to design letterhead, business cards and an envelope.

**Application (20%)**
Students will also be required to create multiple applications requested by the client and professor. All these applications must be represented in your final identity guidelines manual.

**Identity Guidelines Manual (20%)**
The final step in developing this new identity will be to create an comprehensive identity guideline manual as a bound book.