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 and challenges
• Create in publication design

Additional Outcomes

• Students will collaborate with the Corpus Christi Center of the Arts to create a new brand, identity, and subsequent collateral.
• Students will demonstrate the ability to work in a team based environment to meet established deadlines and client expectations.

Required Texts


Recommended Texts

Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios by Capsule, Maura Keller and Michelle Taute

The Designful Company: How to build a culture of nonstop innovation by Marty Neumeier

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier

Zag: The Number One Strategy of High-Performance Brands by Marty Neumeier

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
• E-mail communications should be about class business.
• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.
• Four (4) absences will result in the drop of a single letter grade for the semester.
• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
• Leaving early will result in a half absence.
Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors:
1) discussions, critiques, and other class participation;
2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.
Grading Scale

Attendance
Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

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.

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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

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’s Office.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
## ARTS 4361.001

**Spring 2015 // Graphic Design 3**

### Office Hours

**T/R 12–300pm**  
Bay Hall 223A

### Meeting Time

**T/R 330–620pm**  
Bay Hall 234

<table>
<thead>
<tr>
<th>Nicholas McMillan</th>
<th><a href="mailto:nicholas.mcmillan@tamucc.edu">nicholas.mcmillan@tamucc.edu</a></th>
<th>361-825-2503</th>
</tr>
</thead>
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**profmcmillan.wordpress.com**

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### Week One

**In Class**

- Introduction, Syllabus, Project Overview
- Video :: Design & Thinking

**Homework (due Monday)**

- Purchase books
- Choose a local, non-oil related, Coastal Bend Corporation whose logo you wish to redesign. Bring in that company’s logo on Monday and be prepared to discuss why you think it needs to be changed.

### Week Two

**In Class**

- **Monday**
  - Assignment :: Logo, Business System, Identity Guidelines, and Collateral
  - Lecture :: What is a logo?
  - Lesson :: Writing a Design Proposal
- **Wednesday**
  - Exercise :: Design Matrix

**Homework**

- Reading Assignment
- Complete Design Proposal

### Week Three

**Items Due (Monday)**

- Design Proposal Due

**In Class**

- **Monday**
  - Video :: The importance of non-digital exploration
  - Lecture :: Types of marks
  - Assignment :: 100 Sketches
- **Wednesday**
  - Lesson :: TBA
  - Lecture :: TBA
  - Working Day :: Sketches

**Homework**

- Over the weekend: Complete 100 Sketches
- Reading Assignment

### Week Four

**Items Due (Monday)**

- 100 Sketches Due

**In Class**

- **Monday**
  - Class critique
  - Discussion :: What is Graphic Design?
  - What is our potential as designers?
  - Discussion :: What are the problems with technology?
- **Wednesday**
  - Brief Lecture/Class discussion
  - Working Day

**Homework**

- Begin developing 3 vector (Illustrator) logos for each solution from sketches.
- Reading Assignment

### Week Five

**Items Due (Monday)**

- Work in progress

**In Class**

- **Monday**
  - WIP Class Critique of Vector solutions
  - Working Day: Refine vector logos
- **Wednesday**
  - Homwork
  - Continue to refine logos
  - Reading Assignment

### Week Six

**In Class**

- WIP Class critique of vector solutions
- Working Day: Finalize vector logos

**Homework**

- Finalize vector logos for all three solutions.
- Reading Assignment
**Week Seven**

**Items Due (Monday)**
- Final black and white logos due

**In Class**
- Monday
  - Class Critique
  - Lecture/Lesson
  - Working Day: Begin color research and application to logo
- Wednesday
  - Small Group Critiques
  - Lecture :: TBA
  - Working Day :: Color Application

**Homework**
- Finalize three color options for the chosen logo.
- Sketch ideas for letterhead, business card, and envelope

**Week Eight**

**Items Due (Monday)**
- Three color options & Business system sketches

**In Class**
- Monday
  - Class Critique
  - Working Day: Finalize color logo, begin sketches for letterhead, business card, and envelope designs
- Wednesday
  - Working Day

**Homework**
- Finalize business system, Develop layout ideas for identity manual

**Week Nine**

**In Class**
- Working Day: Work on all parts of project
- Individual meetings

**Homework**
- Finalize Business System, Continue work on final application and Identity manual

**Week Ten**

**In Class**
- Working Day: Work on all parts of project
- Individual meetings

**Homework**
- Finalize and Complete Business System
- Develop conceptual sketches for your one collateral item. (Wednesday)

**Week Eleven**

**Items Due (Monday)**
- Business System due

**In Class**
- Monday
  - Class Critique
  - Working Day: Work on final application and identity manual
  - Individual meetings
- Wednesday
  - Working Day: Work on final application and identity manual
  - Individual meetings

**Homework**
- Finalize Identity Manual
- Begin work on Collateral Item

**Week Twelve/Thirteen**

**Items Due (Monday-Week Twelve)**
- Identity Manual Proof Due

**In Class**
- Working week with individual critiques

**Homework**
- Continue work on final project

**Week Fourteen**

**Items Due (Monday)**
- Identity Manual Due

**In Class**
- Working week with individual critiques

**Homework**
- Continue work on final Collateral Item

**Week Fifteen**

**Items Due (Monday)**
- 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 (turned in on thumb drive) at the beginning of class

**In Class**
- Class Critique
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.