Course Description

This course provides an environment for divergent thought, technical and aesthetic growth as a student and professional designer. Students are expected to explore theoretical design practices and concepts in order to complete a body of work that reflects both growth and gained perspective as a designer.

Student Learning Outcomes

- Develop strong visual concepts to communicate a brand based on needs and purpose, exploring effective corporate identity, branding and marketing guidelines.
- Demonstrate innovative thinking and alternative design approaches with creative, intense use of otherwise traditional media output.
- Apply appropriate, research, concepts, materials, tools, media and skills to solve design problems.
- Examine and understand the role and importance of effective Corporate Identity in contemporary society.

Required Texts


Recommended Texts

Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolio 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)

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session. Four (4) absences results in a drop of a single letter grade and arriving late to class on three (3) occasions will result in the recording of one (1) absence. Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

This is much less a lecture course than it is a discussion and studio class. Your involvement is essential to the success of this class. You are expected to participate in the critiques of others’ work; one of the best ways to learn about graphic design is to critically look at work. Design, like art, can be subjective; therefore I will be looking to see if your projects are technically correct and successfully achieve the goals you define at the start of each project. Your success (or failure) will be determined by how well you demonstrate your willingness to understand the application of my lessons to your own creative process.

How will I grade?

Each project will be graded on three factors:
1) Research Projects 50%; 2) Main Project 50%

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

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. The Graphic Design Think Tank is open for your use as well.

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. You can always forward this address to one that you check on a more regular basis.

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

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

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 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.
<table>
<thead>
<tr>
<th>Week One</th>
<th>Week Four</th>
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<tbody>
<tr>
<td><strong>In Class</strong></td>
<td><strong>In Class</strong></td>
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<tr>
<td>Introduction, Syllabus, Project</td>
<td><strong>Monday</strong></td>
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<tr>
<td>Overview</td>
<td>Attend Undergraduate Class critique</td>
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<tr>
<td>Video :: <em>Design &amp; Thinking</em></td>
<td>Email draft on Monday, meet Wednesday to discuss go over changes.</td>
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<tr>
<td>Assignment :: Review</td>
<td>Homework</td>
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<tr>
<td><strong>Homework (due Wednesday)</strong></td>
<td>Finish Design Proposal</td>
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<td>Purchase books</td>
<td><em>Reading Assignment</em></td>
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<td>Begin to research the industry</td>
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<td>provided and begin to develop</td>
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<td>ideas for a potential business.</td>
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<tr>
<td>Start the process of writing</td>
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<td>your business and industry</td>
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<td>analyses.</td>
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<tr>
<th>Week Two</th>
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<tbody>
<tr>
<td><strong>In Class</strong></td>
<td><strong>Items Due (Monday)</strong></td>
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<tr>
<td>Work on your Business and Industry Analyses</td>
<td><strong>Design Proposal Due</strong></td>
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<tr>
<td>Email draft on Monday, meet</td>
<td><strong>In Class</strong></td>
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<tr>
<td>Wednesday to discuss go over</td>
<td><strong>Monday</strong></td>
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<td>changes.</td>
<td>Attend to discuss names</td>
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<td><strong>Homework</strong></td>
<td><strong>Working Day</strong></td>
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<tr>
<td>Reading Assignment</td>
<td>Working Day</td>
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<tr>
<td>Complete Business/Industry</td>
<td><strong>Homework</strong></td>
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<tr>
<td>Analyses</td>
<td>Continue to refine logos</td>
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<td><strong>Reading Assignment</strong></td>
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<tr>
<th>Week Three</th>
<th><strong>Week Six</strong></th>
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<tr>
<td><strong>Items Due (Monday)</strong></td>
<td><strong>In Class</strong></td>
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<tr>
<td><strong>Business/Industry Analyses Due</strong></td>
<td>Email three logo designs on Monday, meet Wednesday for critique.</td>
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<tr>
<td><strong>In Class</strong></td>
<td><strong>Homework</strong></td>
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<tr>
<td><strong>Monday</strong></td>
<td>Finalize vector logos for all three solutions.</td>
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<td>Discussion :: Design Proposal</td>
<td><strong>Reading Assignment</strong></td>
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<td><strong>Wednesday</strong></td>
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<tr>
<td>Work outside of class on Design</td>
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<td>Proposal</td>
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<td><strong>Homework</strong></td>
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<td><em>Over the weekend:</em> Work on</td>
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<tr>
<td>Design Proposal</td>
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<td><strong>Reading Assignment</strong></td>
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*class schedule* this schedule is tentative and is subject to change
Week Seven

Items Due (Monday)
  Final black and white logos due

In Class
  Monday
  Attend Class Critique
  Work at own pace to finish assignment.
  Wednesday
  Attend Small Group Critiques
  Work at own pace to finish assignment.

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Eight

Items Due (Monday)
  WIP Critique

In Class
  Monday
  Attend Class Critique
  Work at own pace to finish assignment.
  Wednesday
  Work at own pace to finish assignment.

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Nine

In Class
  Work at own pace to finish assignment.
  Individual meetings

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Ten

In Class
  Work at own pace to finish assignment.
  Individual meetings

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Eleven

In Class
  Monday
  Attend Class Critique
  Work at own pace to finish assignment.
  Individual meetings

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Twelve/Thirteen

In Class
  Working week with individual critiques

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

Week Fourteen

In Class
  Working week with individual critiques
  Wednesday (November 27, 2014)
  No class in observance of Thanksgiving

Homework
  Work at own pace to finish assignment, be prepared to show work for critique every Monday.

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
  Attend Class Critique
Grading Opportunities

Main Project (50%)
Based on an industry provided, students will create, name, and brand a new company. Elements designed may include logo, business system, collateral, identity guidelines, etc.

Research Writing Assignment 1 (25%)
Students will start by researching the given industry and preparing an industry analysis. From this analysis, students will write a business analysis outlining specific goals the business will achieve.

Research Writing Assignment (25%)
As part of a detailed design proposal, students will translate their finds of the analyses into a written document that would theoretical be presented to funding members for their newly created company.