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-dimension design as it applies to branding and advertising design.

Student Learning Outcomes

- To understand the role of graphic design as it is applied to various media and to explore the challenges posed by each media.
- To explore the history of advertising design.
- To create a brand using the principles of color, form, typography and research.
- To create an advertising campaign with cohesive concepts and components.
- To create compelling compositions.

Recommended Texts

- TM, Trademarks by Chermayeff & Geismar
- Adobe Illustrator Classroom in a Book

Required Materials

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

Grading

How will I grade?

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

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

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.
- 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

Your attendance and participation are an essential component to success in this class and will be graded as part of a professionalism component.

- After 4 absences, you will lose a single letter grade.
- After 5 absences, you will lose another letter grade.
- After 6 absences, you will be given a failing grade in this course.
- Six (6) late arrivals counts as two absences.
- Six (6) early departures from class count as two absences.

Students are required to attend class for the duration of the scheduled time or until the professor dismisses the class.

Attendance at critiques is mandatory.
**Grading Scale**


**Late Work**

No late work is accepted.

**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. Headphones are allowed during studio work time only.

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

Week One

• Introduction, Syllabus, Course Overview
• Review type rules
• Review design principles
• Lecture :: Branding
• Start in-class assignment 1

Week Two

• In-class assignment (1) due (wednesday)
• Lecture :: Branding vs. Logo Design
• Discuss project one
• Lecture :: Logo examples, the good, the bad and the ugly
• Discussion of project one
• Define target audience of project one
• Begin mood board for project one
• Adobe Illustrator Pen Tool

Week Three

• Begin work on project one: Logo Design & Stationery Package
• In Class critiques
• Small group assignments
• Sketch Book Assignment

Week Four

• In Class critique
• Work in class on project one
• Sketch Book Assignment

Week Five

• Sketch Book Assignment
• Print project One
• Present project One
• Define target audience for project two

Week Six

• Sketch Book Assignment
• Work on project two
• Small group discussions on project two
• Studio work time in class

Week Seven

• In Class critiques of project two
• Black and white print outs of progress
• Sketch Book Assignment

Week Eight

• In Class critique of progress
• Black and white print out
• Discuss presentation techniques
• Sketch Book Assignment

Week Nine

• Complete Project Two
• Print and Present
• Lecture :: Advertising Design & Historical time line
• Lecture :: Ad examples, Good vs. Bad
• Discuss project three :: Advertising Campaign
• Lecture :: Ad Agency Structure
• Assign small groups
• Divide small groups into agency structure
• Meet with community-client for project three on site (field trip)
• Turn in field trip forms

Week Ten

• Begin work on final project
• Work in small creative groups for research, target audience
• Complete TA worksheet
• Complete mood board
• Send initial proofs to client
• Define terms set eight

Week Eleven

• Continue work on final project
• In Class critique of progress
• Studio work time all this week
• Sketch Book Assignment

Week Twelve

• Meet with client for face-to-face review of progress
• Make necessary revisions to work
• Continue to work in class
• Small group critique
• Sketch Book Assignment

Week Thirteen

• Project three should be 90% complete by the end of this week
• Final In Class critique
• Meet with groups for discussion on presentation
• Make final tweaks to project
• Turn in sketch book for grading

Week Fourteen

• Final print outs of project
• Meet with groups outside of class time for presentation prep.
• Present to client on final exam day
Graded Activity

**Major Project One:**
Publication Design: You will create a publication from concept to completion. All original imagery must be used.

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.