Course Description

This studio course explores experiential design techniques and practices. Notable designers will be studied to better understand present day experiential design. Students will create re-branding strategies, way finding graphics, and interior graphical representations.

Student Learning Outcomes

- The student will demonstrate an understanding of the fundamental visual communication theories as related to experiential design.
- The student will demonstrate a proficiency of experiential design through theory and practice of using grids, working with color palettes, type styles, images, and multiple formats.

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.

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

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

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.

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.
Week One

In Class
Introduction, Syllabus, Project Overview
Video :: Design & Thinking
Homework (due Monday)
Choose a local, Coastal Bend Corporation whose magazine you wish to redesign. Bring in that company's magazine on Monday and be prepared to discuss why you think it needs to be changed.

Week Two

In Class
Assignment :: Presentation
Assignment :: Major Project 1
Lecture
Homework
Reading Assignment

Week Three

In Class
Monday
Video
Lecture :: The importance of non-digital exploration
Quiz
Lesson
Lecture
Working Day :: Sketches
Homework
Sketches
Reading Assignment

Week Four

In Class
Monday
Class Review of Sketches
Discussion :: What is Graphic Design?
Discussion :: What is our potential as designers?
Wednesday
Quiz
Discussion :: What are the problems with technology?
Working Day
Homework
Continue Work on Major Project 1
Reading Assignment

Week Five

In Class
Monday
Presentations
Wednesday
Quiz
Homework
Continue Work on Major Project 1
Prepare for WIP Critiques

Week Six

In Class
Quiz
WIP Class critique of vector solutions
Working Week: Finalize Major Project 1
Homework
Finalize and produce Major Project 1

Week Seven

In Class
Monday
Class Critique
Lecture/Lesson
Wednesday
Quiz
Assignment :: Major Project 2
Lecture
Working Day
Homework
Sketches

Week Eight

In Class
Monday
Class Review of Sketches
Discussions
Wednesday
Discussion
Working Day
Homework
Continue Work on Major Project 2

This schedule is tentative and is subject to change.
Week Nine

In Class
- Monday
  - Individual Critiques
  - Discussions
- Wednesday
  - Discussion
  - Working Day

Homework
- Continue Work on Major Project 2

Week Ten

In Class
- Monday
  - Small Group Critiques
  - Discussions
- Wednesday
  - Discussion
  - Working Day

Homework
- Continue Work on Major Project 2

Week Eleven

In Class
- Discussions
  - Working Week

Homework
- Continue Work on Major Project 2

Week Twelve/Thirteen

In Class
- Working Week

Homework
- Continue Work on Major Project 2

Week Fourteen

In Class
- Working week with individual critiques

Homework
- Finalize and produce Major Project 2

Week Fifteen

Class Critique
## Grading Opportunities

### Presentation (10%)
Select one topic from *Art Direction and Editorial Design*, research and prepare a 10–15 minute presentation on the topic of your choice.

### Major Project (90%)
In this project students explore and discover how they work when approaching a design project. The student will:
- Total rebranding and restyling of Mississippi State Welcome Centers
- Redesign of branding collateral within the welcome centers
- Exterior and interior signage redesign
- Interior wayfinding graphics design