COURSE DESCRIPTION
This course encourages students to further develop their design process by reflecting on their own personal and artistic identities while identifying and communicating to a specific audience. Through a series of print and three-dimensional projects students work to balance their own voice and develop strong conceptual thinking and formal experimentation methods.

COURSE OBJECTIVES & PURPOSE
Student Learning Outcomes:

• The student will identify research and experimentation methods such as observation, sketching, associative writing, and review of both published and online sources.
• The student will analyze the balance between one’s own voice and successful visual communication by practicing oral and written communication during the creative development process and critiques.
• The student will develop sketches, rough comps, and lastly, tight computer comps that utilize real materials and demonstrate conceptual thinking in and through the execution of their ideas.
• The student will produce work that is strategically appropriate, effective, conceptually unique and original while demonstrating the ability to manage project resources and deadlines effectively throughout all stages of creative development.

COURSE PRE-REQUISITES
GRDS 1301, 1302, 2301, 2302

MATERIALS:

• USB External Drive (minimum 2GB)
• Cloud storage account
• Basic writing/drawing tools: pencil, sketch pens, markers

Additional supplies may be needed, based upon individual projects

CLASS STRUCTURE
Course objectives will be achieved through individual reading assignments, individual writing assignments, individual projects, group critiques and personal explorations.

STUDENT RESPONSIBILITIES AND EXPECTATIONS
Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.
**Student Performance**
Your performance will be measured on your quality completion of assignments and projects. Assignments will be graded according to technical skills covered as well as degree of creativity. I expect properly archived digital files as well as proof of process for final submission of assignments.

**Studio Work Time**
You are expected to use studio lab time effectively. We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. Use the time to your advantage. The Think Tank is also available with 5 computers.

**Late Work**
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

**Class Participation**
Class participation will include being prepared for instructor review of assignments and projects as well as thoughtful discussion of project direction. Student work and assignments must be backed up at least twice. (Preferably on student's own flash drive and on a cloud server.) “Lost” assignments will not be excused.

**Cell Phone Use**
You must turn your cell phones off when entering the classroom. Do not answer your cell phone while in class. You may use your cell phone during break times or during work time.

**Email**
You must use the University assigned email address - this is how I will be communicating important class information with you. If you have not activated this email, please see the help desk to do so immediately.

**Personal Matters**
I also expect that you will take responsibility for notifying me of any issues that would hinder you from successful performance; if I don’t know, I can’t help.

**ACADEMIC HONESTY**
Plagiarism in any form will not be tolerated. If found using another designer’s work or ideas, either a professional’s or a peer’s, is violating Student Code of Conduct. Any student who turns in plagiarized work will fail the assignment/project and will be reported to the University for academic review. A description of plagiarism and other forms of academic dishonesty are to be found at http://judicialaffairs.tamucc.edu/Go to Student Affairs and click on Student Code of Conduct.

**ATTENDANCE**
Attendance will be taken at the beginning of each class meeting. You are expected to attend all class meetings and stay through the duration of the class. You are expected to have your materials and work at each class session.

- Four absences will result in your final grade being lowered by a full letter grade.
- Five absences will lower your grade by two letter grades.
- Six absences constitute a failing grade for the course.
- Arriving late to class on three (3) occasions will result in the recording of one (1) absence.

It is the student’s responsibility to inform the instructor if he or she has arrived after attendance has been taken, or that student may be considered absent. Three late arrivals or early departures will constitute an absence.

If you are absent, you are still expected to meet all deadlines and make up any work missed. If you are absent due to a sporting event, you are required to hand in assignments or projects that are due BEFORE the missed class. If you are a student athlete, it is your responsibility to notify me of games that conflict with class times.

**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.

**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.

**DROPPING A CLASS**
I hope that you never find it necessary to drop this or any other course. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 5 is the last day to drop a class with an automatic grade of “W” this term.

**GRADE APPEALS**
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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,
NOTE THE FOLLOWING GRADING CRITERIA:

**A: 90-100**
- Shows outstanding understanding, concept, effort, creativity, process, presentation and craft. Beyond instructor expectations.

**B: 80-89**
- Shows understanding and display of effort for project. Shows excellence in more than one of: concept, effort, creativity, process, presentation or craft.

**C: 70-79**
- Meets minimum requirements of project. Needs improvement in one of: concept, effort, creativity, process, presentation or craft.

**D: 60-69**
- Does not meet minimum requirements of project. Demonstrates lack of success in more than one of: understanding, concept, effort, creativity, process, presentation or craft.

**F: 59 + BELOW**
- Unable to meet minimum requirements of project. Demonstrates lack of understanding. Does not show success of concept, effort, creativity, process, presentation and craft.

ONLINE PARTICIPATION = 10 PTS OF FINAL GRADE

Peer feedback is an important part of individual student growth. You will be expected to provide peer feedback via online Blackboard discussion groups throughout the semester. Below is a list of the Online Feedback Opportunities throughout the semester along with requirements for each.

**Feedback posts are due by the start of class indicated.**

**PROJECT ONE, Part One** – Responses to 3 Different Classmates... Due 1/22
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**PROJECT ONE, Part Two** – Responses to 3 Different Classmates... Due 1/29
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**PROJECT ONE, Part Three** – Responses to 3 Different Classmates... Due 2/5
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**Design Study One** – Responses to 3 Different Classmates. Due 2/7
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**PROJECT ONE, Part Four** – Responses to 3 Different Classmates... Due 2/12
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**PROJECT ONE, Part Five** – Responses to 3 Different Classmates... Due 2/19
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**PROJECT ONE, Part Six** – Responses to 3 Different Classmates... Due 2/26
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

**Design Study Two** – Responses to 3 Different Classmates. Due 3/26
- [Each Blackboard Post should have 3 Comments from 3 Different Classmates]

Online Participation will be reviewed throughout the semester.

PROJECTS = 80 PTS OF FINAL GRADE

Briefs will be handed out for each project. Included will be a description of the project, how the project relates to concepts covered in class, expectations, project deliverables and a grading rubric. Please read your project briefs carefully and make sure that you understand what is expected of you. Please ask questions at any time during the project.

Project weights towards final grade [TOTAL 80 PTS]

**PROJECT ONE: FASHION REBRAND**
- Due 5/7................. 30 PTS

**PROJECT TWO: CLIENT**
- Due 3/21................. 25 PTS

**PROJECT THREE: MOBILE APP DESIGN**
- Due 4/25................. 25 PTS

see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
COURSE SCHEDULE
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1: COLOR + PATTERN; RESEARCH + DATA COLLECTION
1/15
Topic(s): Color, Pattern; Icon, Index, Symbol; Brand Languages
Syllabus Review/Course Expectations
Understanding Research
PROJECT ONE KICKOFF [DUE 5/7]
P1: PART ONE [research + data collection] - DUE 1/21
1/17
DESIGN STUDY ONE: Writing + Presentation
[Presentations/Discussion starting on 1/31]
Library Tour: “How to Find Resources & Makers Space”
P1: PART ONE
*P1: PART ONE DUE TO BLACKBOARD 1/21*

WEEK 2: GESTALT PRINCIPLES, MODULARITY; REBRAND
1/22
P1: PART ONE BLACKBOARD FEEDBACK DUE
Topic(s): Gestalt, Typography, White Space, Modularity; Kit of Parts
P1: PART TWO [logo + standards guide] - DUE 1/28
1/24
P1: PART TWO
*P1: PART TWO DUE TO BLACKBOARD 1/28*

WEEK 3: LAYERS + TRANSPARENCY; POSTER
1/29
P1: PART TWO BLACKBOARD FEEDBACK DUE
Topic(s): Layers and Transparency; Deconstruction; How Posters Work
P1: PART THREE [poster advertisement] - DUE 2/4
1/31
DESIGN STUDY ONE: Written Blackboard Posts Due
DESIGN STUDY ONE: PRESENTATION GROUP ONE
P1: PART THREE
*P1: PART THREE DUE TO BLACKBOARD 2/4*

WEEK 4: FRAMING, GRIDS + HIERARCHY
2/5
P1: PART THREE BLACKBOARD FEEDBACK DUE
Topic(s): Framing, Grids, Hierarchy; Alternative Grids
P1: PART FOUR [promotional brochure] - DUE 2/11

WEEK 5: SCALE + TEXTURE; RECONSTRUCTION
2/12
P1: PART FOUR BLACKBOARD FEEDBACK DUE
Topic(s): Scale and Texture; Reconstruction
Packaging Design Best Practices
P1: PART FIVE [packaging] - DUE 2/18
2/14
DESIGN STUDY ONE: PRESENTATION GROUP THREE
P1: PART FIVE
*P1: PART FIVE DUE TO BLACKBOARD 2/18*

WEEK 6: RHYTHM + BALANCE
2/19
P1: PART FIVE BLACKBOARD FEEDBACK DUE
Topic(s): Rhythm and Balance; Symmetry and Asymmetry; Disrupted Symmetry; Rhythm and Time; Repetition and Change; Rhythm and Pacing
P1: PART SIX [social media ad] - DUE 2/25
2/21
DESIGN STUDY ONE: PRESENTATION GROUP FOUR
P1: PART SIX
CREATIVE BRIEF SELECTION
*P1: PART SIX DUE TO BLACKBOARD 2/25*

WEEK 7: RHYTHM + BALANCE
2/26
P1: PART 6 BLACKBOARD FEEDBACK DUE
PROJECT TWO KICKOFF + CLIENT BRIEF [DUE 3/21]
2/28
DESIGN STUDY ONE: PRESENTATION GROUP FIVE
PROJECT TWO PROGRESS CHECK

WEEK 8: PROJECT TWO: CLIENT
3/5
PROJECT TWO PROGRESS CHECK
PRINTING LECTURE
DESIGN STUDY TWO: Writing + BB Feedback
[Post Due 3/26; Discussion Boards Complete 4/4]
WEEK 9: SPRING BREAK WEEK 3/11-3/15

WEEK 10: PRINTING PROCESSES
3/19
FIELD TRIP: PRINTING PRESS
3/21
PROJECT TWO DUE: CLIENT PITCH + PRESENTATION

WEEK 11: PROJECT THREE: MOBILE APP DESIGN
3/26
DESIGN STUDY TWO – Writing + BB Feedback:
POST FOR DISCUSSION BOARDS DUE
PROJECT THREE KICKOFF [DUE 4/25]
Mobile and Its Main Players
Usability Principles Reviewed
P3: STAGE 1 Mobile App Trend/Competition Research; Due 4/2
3/28
NATIONAL STUDENT SHOW CONFERENCE
Mike Monteiro’s Talk: F*ck You, Pay Me
Design and Thinking
Readings:
Design For Humans, By Humans
Touch and Go
P3: STAGE 2 Usability Analysis; Due 4/2

WEEK 12: PROJECT THREE: MOBILE APP DESIGN
4/2
PROJECT THREE
Extending the Brand: Apps for Business
Mobile App Conventions and Trends
Dynamic Differences in Mobile Design
Is It Tapworthy?
P3 STAGE 3: User Profiles and Scenarios; Due 4/4
4/4
PROJECT THREE
Project Three First Sketches of an App
DESIGN STUDY TWO – Writing + BB Feedback:
FEEDBACK ON DISCUSSION BOARDS COMPLETE
P3: STAGE 4 App Site Map; Due 4/9

WEEK 13: PROJECT THREE: MOBILE APP DESIGN
4/9
PROJECT THREE
Tiny Touchscreen
Sketch App Demo
P3: STAGE 5 Define Your Pages (Wireframes); Due 4/11
4/11
PROJECT THREE
Get Organized
The Standard Controls
Develop Mockups
P3: STAGE 6 Develop Mockups + Create Prototype; Due 4/18

WEEK 14: PROJECT THREE: MOBILE APP DESIGN
4/16
PROJECT THREE
Finding the Right Flow
InVision App Demo
4/18
Designing for Visual Appeal
Stand Out
First Impressions
P3: Draft Review; Prototype Critique

WEEK 15: PROJECT THREE: MOBILE APP DESIGN
4/23
Designing for Visual Appeal
Stand Out
First Impressions
Prototype Revisions
P3: STAGE 7 User Testing; Due 4/25
4/25
PROJECT THREE DUE: CRITIQUE

WEEK 16: PROJECT ONE: POLISH + PACKAGE
4/30
PROJECT ONE POLISH + PACKAGE
5/2
Reading Day

EXAM WEEK:
5/3; 5/6-5/8:
8:00 - 10:30am TUESDAY 5/7: PROJECT ONE DUE