**GRDS 3302.001**

**Design Studio II Spring 2020**

Professor Nancy Miller

**Spring 2020 office hrs:**
- Mon: 11:45a-12:30p
- Tues: 10a-noon
- Wed: 11:45a-12:30p
- Thurs: 10a-noon
- Fri: By Appt.

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Email: Nancy.Miller@tamucc.edu
Phone: 361.825.2865

Class Time: Monday/Wednesday 9-11:50a
Bay Hall • Rm. 234

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**Graphic Design Program Standards**

**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.

**Late Work**

**As in Professional Practice, NO late work is accepted.** Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. **No incompletes will be given for this course.**

**Project Resubmission**

One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course, may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). The course final cannot be resubmitted. Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades will be counted. Original project submissions must be included with new project submissions. The new grade(s) can elevate the student’s final grade a maximum of one complete letter grade higher. Arrangements for resubmission must be made with the instructor. The syllabus will outline the resubmission opportunities for the specific course.

**Plagiarism**

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

**Studio Work Time**

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.
Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

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.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

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.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

College of Liberal Arts Standards

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 class. 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.
The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
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.C0.03, Student Grade Appeal Procedures. 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. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

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 Outcomes & Purpose
• 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
Must have experience in Adobe Creative Suite software
Prerequisites: GRDS 1301, 1302, 2301, 2302

Required Texts
Graphic Design Thinking: How to Define Problems, Get Ideas & Create Form
Ellen Lupton & Jennifer Cole Phillips PDF provided

Suggested Texts
A Designer’s Research Manual (Second Edition), Jenn + Ken Visocky O’Grady

Required Materials
• Portable media: Jump drive/USB drive. (At least 1 GB)
• Dropbox account (Free)
Design Studio II Graded Activity

Grading Scale
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Outlined projects and quizzes will total 100 points of your final grade.

Grading Opportunities:

Design Study (10 pts.)
Student will check out a design relevant resource (book or DVD) from the Bell Library. The student will read or watch the resource in its entirety, with exception of in-depth texts covering diverse and varied topics. In those instances, the student will focus on 2-3 major themes or topics within the resource (which should total no less than 80 relative pages of content). The student will give an oral presentation with appropriate and informative visual aids (a presentation deck) at their selected presentation date. Design Study resource selection and presentation date sign up are accessible on Blackboard.

Project 1:: Style Brand Re-Style (40 Points)
Part 1 :: Research + Data Collection (Mind Mapping, Visual Matrix, Brand Matrix, Competitor Study) (5 pts.)
Part 2 :: Identity & Pattern (Gestalt, Kit of Parts, Brand Standards) (5 pts.)
Part 3 :: Collateral Poster & Brochure (Physical Thinking, Grids, Hierarchy) (10 pts.)
Part 4 :: Package (Scale & Texture) (5 pts.)
Part 5 :: Video Promo (Rhythm & Balance) (5 pts.)
Part 6 :: Out of Home (Site Research, Framing, Outside the Matter) (5 pts.)
Part 7 :: Refine & Present (5 pts.)

Project 2 :: Client (25 pts.)
For this project, the student will select a creative brief completed by local clients. Students will work independently to create works for their chosen client. The student will review the brief prior to the “kick-off” meeting with the client. This in-person meeting will be the student’s opportunity to ask questions and gain additional insight into the client’s needs and goals for the requested creative assets. The student will develop the requested deliverables from their client and pitch their final artifacts to the client for consideration. The client will select the “winning” work, that best meets their needs, from all students that worked on their “account.”
Part 1 :: Client Estimate & Brief (5pts.)
Part 2 :: Client Deliverables Presentation (20pts.)

Project 3 :: App (25 pts.)
Choose an existing iPhone or app (no game apps, service-based apps only) that you wish to redesign to enhance its aesthetic and functionality.
Part 1 :: App Brief (5pts.)
Part 2 :: App Wireframes (5pts.)
Part 3 :: App Prototype (10pts.)
Part 4 :: App Solution Presentation (5pts.)

Resubmission Opportunities:
One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course, may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). Arrangements for resubmission must be made with the instructor.

Eligible Assignments:
Project 1/Any Parts :: Not to Exceed 20 pts.
Remember resubmissions cannot elevate the final grade more than one letter grade.
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates. The course schedule is outlined by week and will note topics for each course unit, homework assignments and DUE dates for assignments.

WEEK 1 JAN 22 Introduction, Syllabus, Course Overview.

Wednesday
Review :: Syllabus, Course Outcomes
Assignment :: Design Study
Assignment :: Project 1:: Style Brand Re-Style (40 Points)
Homework :: Claim Style Brand on Spreadsheet

WEEK 2 JAN 27/29

Monday
Lecture :: Mind Mapping, Visual Matrix, Brand Matrix, Competitor Study
Assignment :: Project 1/Part 1 :: Research + Data Collection

Wednesday
Lecture :: Gestalt, Kit of Parts, Brand Standards
Assignment :: Project 1/Part 2 :: Identity & Pattern

Homework
Project 1/Part 1&2

WEEK 3 FEB 3/5

Monday
Lecture :: Pattern

Homework
Project 1/Part 1&2

Wednesday
DUE :: Project 1/Part 1&2 Submit to BB & Discussion Forum
Lecture :: Physical Thinking, Grids, Hierarchy
Assignment :: Project 1/Part 3 :: Collateral Poster & Brochure

Homework
Project 1/Part 3

WEEK 4 FEB 10/12

Monday
Workday :: Project 1/Part 3

Wednesday
Presentations :: Design Study Group 1
Check-In :: Project 1/Part 3 Post to Discussion Forum

Homework :: Project 1/Part 3

WEEK 5 FEB 17/19

Monday
DUE :: Project 1/Part 3 Submit to BB & Present Physical Prototypes
DUE :: Layered PSD Poster File on class thumb drive
Lecture :: Scale & Texture
Assignment :: Project 1/Part 4 :: Package

Wednesday
Workday :: Project 1/Part 4

Homework :: Project 1/Part 4
WEEK 6 FEB 24/26
Monday
**DUE ::** Project 1/Part 4 Submit to BB & Present Physical Prototypes
Lecture :: Rhythm & Balance
Assignment :: Project 1/Part 5 :: Video Promo
Wednesday
Workday :: Project 1/Part 5
**Homework ::** Project 1/Part 5

WEEK 7 MAR 2/4
Monday
**DUE ::** Project 1/Part 5 :: Video Promo Submit to BB & Discussion Forum, Present to Class
Lecture :: Site Research, Framing, Outside the Matter
Assignment :: Project 1/Part 6 :: Out of Home
Wednesday
Assignment :: Project 1/Part 7 :: Refine & Present
**Homework ::** Project 1/Part 6&7

WEEK 8 MAR 9/11 SPRING BREAK
**Homework ::** Project 1/Part 6&7

WEEK 9 MAR 16/18
Monday
**DUE ::** Project 1/Part 6 :: Submit to BB
**DUE ::** Project 1/Part 7 :: Submit to BB & Discussion Forum, Live Presentations
Wednesday
Assignment :: Project 2 :: Client (Brief Selection)
Lecture :: Client Documents (Design Brief & Estimate)
Presentations :: Design Study Group 2

WEEK 10 MAR 23/25
Monday
Client Kick-off Meetings
Wednesday
Workday :: Project 2 :: Client

WEEK 11 MAR 30/APR 1
Monday
Workday :: Project 2 :: Client
Presentations :: Design Study Group 3
Wednesday
Progress Check :: Project 2 :: Client

WEEK 12 APR 6/8
Monday
Presentations :: Design Study Group 4
Workday :: Project 2 :: Finalize Pitch
Wednesday/Thursday
**DUE ::** Project 2 :: Client Pitch (schedule presentation)

WEEK 13 APR 13/15
Monday
Lecture :: UI/UX in Apps
Assignment :: Project 3 :: App
Assignment :: Project 3 / Part 1 :: App Brief

Wednesday
Workday :: Project 3 / Part 1 :: App Brief
Lecture :: UI Kits & Wireframes
Assignment :: Project 3 / Part 2 :: Wireframes

WEEK 14 APR 20/22
Monday
DEMO :: Adobe XD
Lecture :: Design in Digital
Assignment :: Project 3 / Part 3 :: App Prototype

Wednesday
Workday :: Project 3 / Part 3 :: App Prototype

WEEK 15 APR 27/29
Workweek :: Project 3 / Part 3 :: App Prototype

WEEK 16 MAY 4/6
Monday
Lecture :: Walkthrough video and mock-up
Lecture :: Project 3 / Part 4 :: App Solution Presentation

Wednesday
Progress Check :: Workday :: Project 3 / Part 3 :: App Prototype

FINAL DATE
DUE :: Project 3 / Part 3 :: App Solution Presentation Submit to BB
DUE :: Project 3 / Part 4 :: App Solution Presentation Submit to BB & Live Video Showcase