

**Graphic Design VI** [GRD 456]

Tuesday + Thursday 9:00 a.m. - 11:50 p.m.

## OVERVIEW

Bring Personal Workplan / Hours Log and Process Book to EVERY class and individual meeting sessions. *Schedule is tentative.*

## [JANUARY]

**WEEK 1 [jan 14]****In-Class:**

- Review Syllabus and Semester Project Sheet
- Lecture & Image Presentation – Thesis Campaign Development and Past Thesis Projects
- Share Print Examples - Conference Programs, Poster, Standards Guides
- Lecture and work in-class **Conference Brand Discovery Process**

**Due Next Class:**

- print out your brandmark from last semester in black / white and full color for review and discussion
- review links and articles in **RESOURCES FOLDER** on Blackboard

**WEEK 1 [jan 16]****In-Class:**

- *Mentor* - select and contact your mentor (Questionnaire on Blackboard). Create a list of three possible mentors. They must be local. You will be contacting them in hopes of interviewing them two times during the semester (preferably at their place of business).
- Work on Conference Brand Discovery. Show samples of Tall Stacks Standards Guide.

**Due Next Class:**

- *Brand Mark and Brand Standards Guide*

## 1] Mentor List

## 2] BRAND MARK

- begin final refinements to black/white version
- include the name of the conference, the words "World Design Conference 2012"; consider a tag line if applicable to your campaign
- explore hierarchy, visual style, and color
- explore form (symbol, ligature, typographic, or combination) solutions
- PRINT OUT variations in black / white and color for review

## 3] BRAND STANDARDS GUIDE

- review sample **Design Standards Guides in RESOURCES FOLDER** on Blackboard
- based on your process work (steps 1-7), and visual research from Capstone, determine the final font style, color system, imagery, pattern, texture, and form
- font selection: part of brand mark or a complement (two font family maximum)
- color palette: hierarchy of the color system / Primary, Secondary, Tertiary
- textures / patterns: to be used as elements in your system
- imagery: photography, illustration, drawings, paintings, etc.
- materials: recycled paper, textured paper, metal, wood, acrylic, etc.)
- begin to write the copy that describes the mark and elements in the system (refer to the Tall Stacks Standards Guide as a reference for copy)
- PRINT OUT FULL SIZE variations in final format for review

- 1] Develop a list of conference brand values. Select the top 3-5 values that best describe your vision for the conference.
- 2] Develop a list of conference brand strengths. Select the top 3-5 strengths that best describe your vision for your conference.
- 3] Mindmap what the top 3-5 values / 3-5 strengths mean to you
- 4] Sketch what these 3-5 values / 3-5 strengths might look like (this can be on separate paper or directly on the mindmaps).
- 5] Make 5 meaningful vision statements.
- 6] Create a (mood board) that express your vision statements.
- 7] Begin translating the feel of the mood board into benchmark applications and eventually your graphic identity and brand system.

continued next page

## Graphic Design VI [GRD 456]

Wednesday - day section 12:00 - 3:50 pm

[JANUARY]

---

**WEEK 2 [Jan 21]** BRAND STANDARDS GUIDE

---

**WEEK 2 [Jan 23]**

---

**In-Class:**

- Group Critique: Collect and Review Due Items
- Hand out and discuss **Brand Discovery**

**Next Class:**

- *Brand Mark and Brand Standards Guide*

1] BRAND MARK

- select your most successful design solution / make final refinements
- PRINT OUT in black/white and color

2] GRAPHIC DESIGN STANDARDS GUIDE AND COPY

- select direction and begin to refine the format, layout, grid, sequence of content, and binding method.
- determine the final font style, color system, imagery, pattern, texture, and form
- finalize the copy that describes the mark and elements in the system (refer to the Tall Stacks Standards Guide as a reference for the copy content and style)
- PRINT OUT FULL SIZE comp for review

3] TRIAL APPLICATIONS

- (Trial Applications sheet from branding book with template provided by instructor)
- apply your system elements to a variety of formats employing quick hand sketches or loose computer sketches across a variety of project types (for example, cover and one spread of program guide, home page of website, merchandise [bags, shirts, poster series, etc.]
- review Bicentennial Standards Guide in RESOURCES FOLDER on Blackboard
- these quick exercises are quick brainstorming ideation sketches meant to get your ideas out quickly and loosely similar to a free-write exercise.

continued

## [JANUARY] WEEK 3 [jan 28]

**In-Class:**

- round table discussion on TRIAL APPLICATIONS
- Introduce [PROJECT TWO: Informational Conference Program Guide](#)
  - refer to GRD 456\_Thesis Project Sheet \_S213.pdf and PROJECT TWO FOLDER on Blackboard for project details

**Next Class:**

- [Brand Mark and Brand System Standards Guide](#)
  - Critique FINAL DESIGN STANDARDS with BRAND IDENTITY DUE NEXT CLASS
  - make recommended changes per critique sessions
  - PRINT OUT for next class meeting

## WEEK 3 [jan30]

**In-Class:**

- FINAL DESIGN STANDARDS with BRAND IDENTITY DUE FOR CRITIQUE!
- Final DUE black/white logo, full-color logo, and standards guide
  - PRINT OUT and upload pdf format to Blackboard by next class [jan 29]
  - FORMAT: black/white logo (1" and 3" size onto 8.5 x 11 vertical) / color logo (1" and 3" size onto 8.5 x 11 vertical) / standards guide full-size comp on final paper

- Individual Meetings

*Group B (TBA)*

- Peer Critique Sessions

*Group A (TBA)*

- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- [Informational Conference Program Guide](#)
  - 5-10 format studies (unique folds, die-cuts, binding) using paper mock-ups
  - select 3-5 formats and begin to explore grid, layout, image placement
  - determine final copy (*pull from your capstone research*)
  - begin map development and content details (*bring in copy of google map aerial view of study area, highlight locations on map as tour destinations, begin to create vector drawing in illustrator. Build file with layers as an organization tool for map building.*)

[FEBRUARY] **WEEK 4 [feb 4]**

---

**In-Class:**

- Small Group Critique Sessions / Instructor Oversight and Interaction
  - give feedback on initial concepts for PROJECT TWO
  - peer critique form to be filled out and handed in at end of class for each student in your group.

*Small Group A (TBA)*

*Small Group B (TBA)*

*Small Group C (TBA)*

**Due Next Class: [GUEST CRITIQUE SESSION - Beth Brann + Guest]**

- *Informational Conference Program Guide*
  - select one direction to develop and refine on the computer
  - create a 1/2 size color comp to indicate the format and binding method
  - incorporate final copy into grid and layout, place final images, textures, patterns
  - refine map graphic
  - bring a copy of your final brand mark to the crit session

**WEEK 4 [feb 6]**

---

**In Class:**

- **[GUEST CRITIQUE SESSION - Beth Brann + Guest] ?**

**Due Next Class:**

- *Informational Conference Program Guide*
  - make recommended changes per guest critique session
  - create a full-size color comp
  - incorporate final copy into grid and layout, place final images, textures, patterns
  - finalize map graphic
- *Interactive Conference Website*
  - refer to GRD 456\_Thesis Project Sheet \_S213.pdf and PROJECT THREE FOLDER on Blackboard for project details
  - SITE MAPPING: Explore 2-3 diagrammatic site map studies that show your intended pages and the linked relationships among them.
  - Consider user-friendly navigation, visual hierarchy, brand consistency
  - WIREFRAMING: Explore 2-3 layout sketches of individual pages
  - Select pages that are the most complex in content so that you can work through the design issues before tackling the final design of the site.
- *Mentor Report #1-*
  - send questionnaire to mentor and set up a time to interview him/her at their work site.

[ FEBRUARY ]

**WEEK 5 [feb 11]**

---

In-Class:

- Individual Meetings

*Group A (TBA)*

- Peer Critique Sessions

*Group B (TBA)*

- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- *Informational Conference Program Guide*

- make recommended changes per critique sessions
- continue to refine full size color comp (*show final format and binding method*)
- include final copy, grid, layout, images, textures/patterns
- include final map graphic

- *Interactive Conference Website*

- make recommended changes per critique sessions
- SITE MAPPING: Select one diagrammatic site map to refine
- WIREFRAMING: Explore one design direction of individual pages and begin to build them in InDesign or Illustrator.

- *Mentor Report #1- finalize report*

**WEEK 5 [feb 13]**

---

In-Class:

- Individual Meetings

*Group B (TBA)*

- Peer Critique Sessions

*Group A (TBA)*

- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- *Informational Conference Program Guide*

- make recommended changes per critique sessions
- explore paper options, order samples from Ariva to make test prints
- continue to refine full size color comp (*show final format and binding method*)
- include final copy, grid, layout, images, textures/patterns
- continue to finalize map graphic

- *Interactive Conference Website*

- make recommended changes per critique sessions
- SITE MAPPING: Final Due next class
- WIREFRAMING: Finalize computer sketches
- USABILITY MAP: Combine your most successful sitemap and wireframe sketches to plan out a specific action a user might take on the site (show action from start to finish - may include several pages depending to complete the clickable steps).

- *Mentor Report #1- DUE next class*

[ FEBRUARY ]

**WEEK 6 [feb 18]**

---

- Upload Mentor Report #1 to Blackboard
- Individual Meetings
- Group A (TBA)*
- Peer Critique Sessions
- Group B (TBA)*
- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- *Personal Workplan Sheets* — update weekly
  - *Informational Conference Program Guide*
    - create a full size color comp (*show final format and binding method*)
    - include final copy, grid, layout, images, textures/patterns
    - include final map graphic and tour copy
  - *Interactive Conference Website*
    - USABILITY MAP: Combine your most successful sitemap and wireframe sketches to plan out a specific action a user might take on the site (show action from start to finish - may include several pages depending to complete the clickable steps).
- 

**WEEK 6 [feb 20]**

**In-Class:**

- Individual Meetings
- Group B (TBA)*
- Peer Critique Sessions
- Group A (TBA)*
- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- *Personal Workplan Sheets* — update weekly
- *Informational Conference Program Guide*
  - revise final full size comp (*indicate final binding method in comp*)
  - hand in comp for instructor to review final copy and design
  - show test prints on final paper
- *Interactive Conference Website*
  - DESIGN CONCEPTING: Design 2-3 concept sketches of the ENTIRE site. We will do this in InDesign CS6 utilizing the layers panel to hide and activate different clickable items and animated elements on each page including the map.
- *Independent Promotional Piece*
  - 3-5 tight pencil sketches (*work in scale for both 2-D or 3-D concepts*)
  - include Brand Mark / Logotype and branding system components in concept design sketches

[ FEBRUARY ]

**WEEK 7 [feb 25]**

---

**In-Class:**

9:00 -10:15

- Small Group Meeting

*Group A (TBA)*

- Peer Critique Sessions

*Group B (TBA)*

- peer critique form to be filled out and handed in at end of class

10:15 -11:30

- Small Group Meeting

*Group B (TBA)*

- Peer Critique Sessions

*Group A (TBA)*

- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- **[GUEST CRITIQUE SESSION - Beth Brann ]**

- *Informational Conference Program Guide*

- Preliminary FINAL full size comp (*indicate final binding method and paper*)
- hand in comp to Beth for instructor (Kurt) to review final copy and design

- *Interactive Conference Website*

- DESIGN CONCEPTING: Refine site pages from last week and begin to finalize in InDesign for the ENTIRE site utilizing your brand system elements. Utilize the layers panel to hide and activate different clickable items and animated elements on each page including the map.

- *Independent Promotional Piece*

- Select best concept from last class and begin build the design on the computer (work in scale for both 2-D or 3-D concepts)
- include Brand Mark / Logotype and branding system components in concept design sketches

- *Exhibit Layout*

- Initial computer sketches of exhibit with all projects included
- See blackboard for exhibit layout template and past student examples.

**WEEK 7 [feb 28]**

**In-Class:**

- **[GUEST CRITIQUE SESSION - Beth Brann + Guests]**

**Due Next Class:**

- **Prepare all due items for Group Critique Sessions**

- *Personal Workplan Sheets* — update weekly

- *Informational Conference Program Guide*

- DUE next class final full size comp on final paper

- *Interactive Conference Website*

- DESIGN CONCEPTING: Revised layouts on the computer of all pages in the site.
- print out and have ready to present at group critique

- *Independent Promotional Piece*

- Refined computer sketches of (design to scale)
- print out and have ready to present at group critique

- *Exhibit Layout* - revise layout of exhibit (print out for group critique)

[ MARCH ]    **WEEK 8 [mar 4 + 6] [GUEST CRITIQUE SESSION - mar 6TH]**

**In-Class: • Group Critique**

**Due Next Class: [GUEST CRITIQUE SESSION - Beth Brann + Guests]**

- *Informational Conference Program Guide*
  - Bring final comp on final paper to Guest Crit Session
- *Promotional and Informational Poster / Mailer*
  - *Interactive Conference Website*
  - DESIGN CONCEPTING: Revised layouts on the computer of all pages in the site.
  - print out and have ready to present to the Guest Critiquers
- *Independent Promotional Piece*
  - Refined computer sketches of (design to scale)
  - print out and have ready to present to the Guest Critiquers
- *Exhibit Layout* - revise layout of exhibit

**In-Class:** *Guest Critique Session (two professionals in the field)*

- Attendance is Mandatory
- Present for critique all DUE items and Completed Projects to date
  - have everything printed and ready to hang at beginning of class

**Due Next Class:**

**• GROUP CRITIQUE**

- *Personal Workplan Sheets* — update weekly
- *Promotional and Informational Poster / Mailer*
  - DUE next class, final full-size
- *Independent Promotional Piece*
  - revised computer working comps (1/2 scale)
  - show samples of all materials being used to implement the design (e.g. mug style, t-shirt color and style, signage material as metal/wood/translucent plastic, etc.)
- *Exhibit Layout* - DUE next class, final layout / 2 hard copies / upload to BB
- *Design Statement* - DUE next class, 2 hard copies / upload to Blackboard
  - see Thesis Project Sheet description for details

**WEEK 9 [mar 10 + 14] *no class / spring break***

**Spring Break: No Class / Individual meetings by appointment**

**WEEK 10 [mar 17 + 19]**

**In-Class:** *Individual Meetings*

- Review Due Items
- Hand in two copies of *Exhibit Layout*

**Due Next Class:**

- *Final preparation of ALL projects*
- *Thesis Mentor Report #2* - DUE next class



## SEMESTER WORKPLAN

[ MARCH ] **WEEK 11 [ mar 25 + 27 ]** *presentation of all pieces in class*

---

- Hand in Mentor Report #2
- **finalize all DUE items in preparation for hanging next week.**
- **Individual meetings if necessary with instructor**

**Due Next Class:**

- **INSTALL EXHIBIT**

[ APRIL ] **WEEK 12 [ april 1 + april 3 ]** *install exhibit 1-3 / opening april TBA*

---

- **Installation: Begin APRIL ?**
  - **All installation must be complete end of day APRIL ?**
- 

[friday, april 4]

- **Thesis I Opening Reception, 6:00 - 9:00 PM, Studio San Gluseppe Gallery**
- 

**W 11 : Week 13**

---

**In-Class:**

- Gallery presentation to juniors and sophomores
  - prepare to discuss your exhibition from concept to final installation
  - speak of your conference audience; communication purpose of each informational and promotional collateral piece; how the culture of the host city influenced your design aesthetic and brand campaign collateral; project and time management; successes and failures.

**Due Next Class:**

- Senior Degree Project Reflection / Questionnaire
- Portfolio update
  - photograph exhibit installation and individual pieces
  - print out each photographed image for next class
  - begin to layout new pages of your Degree Projects into print portfolio book and pdf portfolio
  - print out each new layout for next class

**W 18 : Week 14**

---

**In-Class: Individual Meetings**

- Hand in Senior Degree Project Reflection/Questionnaire
  - Review photographic images of installation
  - Review proposed layouts for each new Degree Project inclusion in print portfolio book and pdf portfolio, determine best solutions
- 

**Due Next Class:**

- Continue to update portfolio pages
  - Back-up all files on your computer
  - Begin to burn a CD/flash drive of all finished required projects in pdf format; also submit a new pdf of final print portfolio book and pdf portfolio
- 

**Sat. April 26 -Sun 27**

- **Take Down Exhibit: Begin Saturday, April 26**
- **Take Down must be complete end of day, Sunday, April 27**

## SEMESTER WORKPLAN

### [ APRIL ] **W 25 : Week 15**

---

**In-Class:** *Individual Meetings*

- Review Due Items

**Due Next Class:**

- Due next class, hand in all digital files of required Senior Degree Projects in pdf format; also submit a new pdf of final print portfolio book and pdf portfolio
- Prepare questions for Professional Panel question/answer session

### [ MAY ] **W 2: Week 16**

---

**In-Class:** *Mock Interviews*

- Attendance is Mandatory
- Professionals in the field will review your portfolio and hold mock interviews

DUE: CD or Flash drive will all required digital submittals