

Graphic Design VI [GRD 456-01]

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

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COURSE DESCRIPTION	<p>This course builds upon the experiences and concepts learned in all previous design courses, as well as utilizes the extensive written and visual research, analysis, and documentation from their Capstone Senior Design Seminar this past fall semester. SENIOR DEGREE PROJECT, theme "World Design Conference '12", will require that each student design and produce a brand identity campaign for a design conference that communicates the key principles that define the conference topic and attracts the appropriate target audience to attend. This course emphasizes research, documentation, design and presentation, and employs professional design process methodologies to achieve the course objectives.</p>
TEACHING METHODOLOGY	<p><i>Class meetings</i> will include project introductions, lectures, individual and peer critiques, in-class work sessions, large and small group discussions, guest critique sessions, and mentor networking opportunity. <i>Outside of class</i>, students are expected to research, develop their campaign collateral pieces, document one's own process, meet with their mentor and prepare projects for presentation. Students should plan on spending a minimum of ten to fifteen hours per week outside of class to accomplish course goals.</p>
LEARNING OUTCOMES & PERFORMANCE INDICATORS	<p>College of Mount St. Joseph Core Learning Outcomes and Performance Indicators http://www.msj.edu/view/academics/catalogs--class-schedules/undergraduate-catalog/core-curriculum/learning-outcomes--performance-indicators.aspx</p>
COURSE OBJECTIVES	<p>Professional Skills Comprehensive research, analysis and documentation skills Formal vs conceptual design recognition Advanced understanding and development of a brand identity systems that communicate effectively to the target audience Working with a mentor in the graphic design industry Presentation techniques appropriate to a professional gallery setting Proper work archival methods, prepare accurate files for printing Working with a limited budget</p> <p>Ethical Behavior Recognizing ethical responsibility in the graphic design profession, and employing citation in using others' written and visual work Learn the importance and personal rewards of creating original visual solutions.</p> <p>Communication Skills Writing one's own content and applying it to a variety of communication collateral Critiquing ones own work and that of others Communicating effectively with peers and professionals designers Educating an audience with language appropriate to the project theme Working with a single topic in a variety of formats</p>

COURSE OBJECTIVES
(continued)

Interdisciplinary Skills

Research the methods and materials employed by a variety of design disciplines for solving creative problems.
Create a network with design professionals to attain current perspective on the field of design and the skills needed for entry-level design positions.

Critical/Creative Thinking Skills

Distinguish between relevant and irrelevant information.
Explain the difference between formal and conceptual design.
Support a position with appropriate evidence .
Utilize research and analysis to solve creative problems.

Sociocultural Relationship Skills

Understand how cultural diversity informs the design solution and communicative message of the brand campaign.

CLASSROOM CLIMATE

This course is designed to encourage active participation on the part of each student. It is critical that classroom discussions are conducted in an atmosphere of tolerance and respect for the ideas of others. We all come from different backgrounds and bring a variety of experiences. These differences can be the source of learning and creative insight for everyone. As your instructor, I will make every effort to create an environment which encourages interaction and mutual regard for differing points of view. *Feel free to arrive early to check email and surf, but no web surfing, email or instant messaging during class. Cell phone use is prohibited during class. Please turn off your ringer. If you must take an emergency call, please excuse yourself from the room.*

ACADEMIC HONESTY

You are expected to maintain the highest level of academic integrity. All work submitted by a student should be solely his/her own work. Cheating and plagiarism will not be tolerated, and no credit will be awarded for the work in question. There is a fine line between inspiration and plagiarism, you are not permitted to copy ideas or techniques from other designers. Any student found to be in violation of the academic honesty policy will not receive credit for the submitted work.

[Drop Date]

Week 1-5

No record of dropped class

Week 6-10

Grade of "W" for dropped class

Week 11+

No drops accepted

Please see the Mount St. Joseph College Catalog for more information about the following:

College Wide Policies on Academic Honesty — <http://www.msj.edu/view/academics/catalogs--class-schedules/undergraduate-catalog/academic-policies/student-responsibility.aspx>

Drop Dates — <http://www.msj.edu/view/academics/catalogs--class-schedules/undergraduate-catalog/registration.aspx#withdrawal>

Incompletes — <http://www.msj.edu/view/academics/catalogs--class-schedules/undergraduate-catalog/academic-policies/grades.aspx>

Disability Services — <http://www.msj.edu/view/academics/disability-services.aspx>

SEMESTER PROJECTS

Refer to Senior Degree Project criteria handout for project requirement details. A CD or flash drive with digital documentation of all final projects (in PDF format) must be submitted at the end of the semester for final grading.

[Weeks 1 - 4]

1. [Brand Mark and Brand Standards Guide]

[Weeks 3 - 8]

2. [Informational Conference Program Guide + Map]

[Weeks 4 - 9]

3. [Interactive Website Design]

[Weeks 6 - 10]

4. [Independent Promotional Piece]

[Weeks 1-16]

5. [Thesis Process Book]

[Weeks 1-10]

6. [Written Submissions: Design Statement and Mentor Reports (2)]

[Week 8-12]

7. [Exhibit Layout and Gallery Presentation]

GRADING &
COURSE EVALUATION

There will be a single letter grade given for the overall senior degree course. The final grade is the average of seven individual project grades, each worth up to 100 points. A progress review will be shared with each student at midterm. Each of the seven projects will be graded on the following major components:

Grading Scale	
100 - 97	A
96 -94	A
93 - 90	A-
89 - 87	B+
86 -84	B
83 - 80	B-
79 - 77	C+
76- 74	C
73 - 70	C-
69 - 67	D+
66 - 64	D
63 - 60	D-
59 - 0	F

Project Preparation / Process (30 points): Preparation for individual meetings and group critiques, meets individual project deadlines, participation in critiques, general work habits, quality and quantity of sketches/range of ideas explored, thoroughness.

Development / Final Design (60 points): Design strategy, development, and improvement; uniqueness, clarity/strength of concept; appropriateness of solution; creativity in use of design elements, compositional unity, consistent use of brand system elements (type, color, shape, pattern, texture, etc.) and overall strength.

Craft / Presentation (10 points): attention to details, correct spelling, high resolution image quality, color consistency, professionally presented final comps.

The following will also influence your final grade:

Dedication / Attitude / Improvement

You should display an eagerness to learn. It should be apparent in verbal discourse and research, as well as the amount of work and creativity invested in assignments. Every student is expected to present his/her work during class critiques, and to be fully engaged in the discussion of others' work. I strongly urge you to continue sharing/working as a design community both inside and outside of class.

Attendance

Attendance is mandatory. As stated in the student handbook, you are expected to attend all scheduled class meetings. The attendance policy for this course is as follows: *Two unexcused absences will result in the final grade being lowered by one letter grade. Three unexcused absences will result in grade being lowered by two letter grades. Four unexcused absences will be regarded as the final cut and the Registrar will be notified to drop you from the course. Be advised that the Registrar's Office does not issue a warning but a final notice of action taken.* Excused absences must be requested and approved prior to class meetings. Attendance will be taken at the beginning of every class. If you arrive late it is your responsibility to make sure you're counted as present. More than 3 late arrivals or early departures may also affect the course grade. Students are expected to be in class on time for the full duration of the class unless otherwise indicated.

Late Work Policy

Late projects will NOT be accepted unless it is the result of an excused absence. Neglecting to hand in a project at the scheduled due date or attend a crit will result in a ZERO. Critiques will be evaluated and figured into your final project grade. Students are responsible to hand in late work for an **excused absence**. Approved late projects must be given to the instructor in person and are subject to a grade penalty of one-half letter grader per day (not per class). An excused absence must have prior approval. If the student does not meet the NEW project deadline determined by the instructor, late work will be dropped one letter grade per each day it is late.

What Grades Mean

A Superior execution / maximum originality / excellent concentration and initiative / cooperative with peers / excellent judgement / superior attitude and dedication / highly imaginative, original, and experimental / very consistent in work ethic / significant improvement.

B Strong execution and originality / adequate concentration and initiative / cooperative with peers / good attitude, dedication, and judgement / imaginative and experimental / consistent in work ethic / noticeable improvement.

C Average execution, concentration, organization and attitude / some imagination and originality / lacks some consistency in work ethic / some improvement.

D Poor execution and improvement / limited originality / limited concentration and organization / poor judgement / evades responsibility and cooperation / lacks work ethic, concentration and organization.

COURSE REQUISITES

Course pre-requisite is the successful completion (grade “C” or higher) of GRD 455: Professional Portfolio

The is not a required text for this course, however there will be a course handouts, and reference materials on Blackboard for your reference and research.

Recommended Reading: **BRANDING**

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design

by Marty Neumeier

©2006 Peachpit Press

Zag: The Number One Strategy of High-Performance Brands

by Marty Neumeier

©2006 Peachpit Press

Designing Brand Identity: An Essential Guide for the Whole Branding Team

by Alina Wheeler

©2009 John Wiley & Sons

Recommended Reading: **WEB + INTERACTIVE DESIGN**

Above the Fold: Understanding the Principles of Successful Web Site Design

by Brian Miller

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COURSE COMMUNICATION

The official communication for this class is MSJ e-mail, Blackboard, and text. You are responsible to check your Mount e-mail and Blackboard accounts daily for any updates or notices regarding this class and its projects. A helpful hint is to keep your Mount e-mail account cleaned out on a regular basis, by deleting older e-mails, e-mails with large attachments, and then emptying your deleted files.

Macintosh laptops with Adobe Creative Suite CS6 software (Illustrator, Photoshop and InDesign) are strongly recommended for successful completion of this course.

ARCHIVING YOUR WORK

Save your work in more than one location (system harddrive and portable hard-drive)!

I only recommend using a flash drive for file transferring. In managing your files for any given project, it is expected that you have developed digital file management skills for the digital archive of your work. You will need these digital project files and allied important supplementary files for later refinement and portfolio work.

Additionally, any special presentation boards or models should be photographed by the end of the semester for portfolio and archival purposes. Comps fall apart over time and transition, so take care of your work.

S Y L L A B U S

COURSE SCHEDULE	<i>[tentative]</i>
<p>WEEK 1 [jan 14 + 16]</p> <p><i>Reading Assignments: All items in the BRAND PROCESS RESOURCES FOLDER on Blackboard</i></p>	<ul style="list-style-type: none"> • Review Syllabus and Semester Project Sheet • Lecture & Image Presentation – Thesis Campaign Development and Past Thesis Projects • Share Print Examples - Conference Programs, Poster, Standards Guide] • Small Group Work Session: Brand Discovery Process Steps • Introduce PROJECT ONE: Brand Mark and Brand Standards Guide • Introduce PROJECT SIX: Mentor Report #1 (Contact Mentor-Questionnaire Blackboard)
<p>WEEK 2 [jan 21 + 22]</p>	<ul style="list-style-type: none"> • Continue PROJECT ONE: Brand Mark and Brand Standards Guide • Group Critique with Peer Critique written feedback
<p>WEEK 3 [jan 28 + 30]</p>	<ul style="list-style-type: none"> • [DUE] PROJECT ONE: Brand Mark and Brand Standards Guide - upload pdf to BB • Introduce PROJECT TWO: Informational Conference Program Guide • Individual Meetings with Instructor and Peer Critique Sessions
<p>WEEK 4 [feb 4 + 6]</p>	<ul style="list-style-type: none"> • Continue PROJECT TWO: Informational Conference Program Guide • Small Group Critique Sessions / Instructor Oversight and Interaction • Introduce PROJECT THREE: Interactive Conference Website • GUEST Critique Session [feb 6]
<p>WEEK 5 [feb 11 + 13]</p>	<ul style="list-style-type: none"> • Continue PROJECT TWO: Informational Conference Program Guide • Continue PROJECT THREE: Interactive Conference Website • Individual Meetings with Instructor and Peer Critique Sessions • PROJECT SIX: Mentor Report #1- DUE next class
<p>WEEK 6 [feb 18 + 20]</p>	<ul style="list-style-type: none"> • [DUE] PROJECT SIX: MENTOR REPORT #1 - upload pdf to BB • Continue PROJECT TWO: Informational Conference Program Guide • Continue PROJECT THREE: Interactive Conference Website • Introduce PROJECT FOUR: Independent Promotional Piece • Introduce PROJECT FIVE: Process Book • Introduce PROJECT SEVEN: Exhibit Design • Individual Meetings with Instructor and Peer Critique Sessions
<p>WEEK 7 [feb 25 + 27]</p>	<p><i>In-Class: Individual Meetings</i></p> <ul style="list-style-type: none"> • PROJECT TWO: Informational Conference Program Guide - DUE next class • Continue PROJECT THREE: Interactive Conference Website • Continue PROJECT FOUR: Independent Promotional Piece • Continue PROJECT FIVE: Process Book • PROJECT SEVEN: Exhibit Design - DUE next class • Individual Meetings with Instructor and Peer Critique Sessions
<p>WEEK 8 [mar 4 + 6]</p>	<ul style="list-style-type: none"> • [DUE] PROJECT TWO: Informational Conference Program Guide - upload pdf to BB • [DUE] PROJECT SEVEN: Exhibit Design - upload pdf to BB • Continue PROJECT THREE: Interactive Conference Website - Due week after Break • Continue PROJECT FOUR: Independent Promotional Piece • Continue PROJECT FIVE: Process Book • PROJECT SIX: Design Statement - DUE week after Break • Individual Meetings with Instructor and Peer Critique Sessions • GUEST Critique Session [mar 6]

	S Y L L A B U S
COURSE SCHEDULE	<i>[tentative]</i>
WEEK 9 [mar 10 + 14]	Spring Break: No Class
WEEK 10 [mar 18 + 20]	<ul style="list-style-type: none"> • [DUE] PROJECT THREE: Interactive Conference Website - upload pdf to BB • [DUE] PROJECT SIX: Design Statement - upload pdf to BB • PROJECT FOUR: Independent Promotional Piece - DUE next class • PROJECT SIX: Mentor Report #2- DUE next class • Continue PROJECT FIVE: Process Book • Individual Meetings with Instructor and Peer Critique Sessions
WEEK 11 [mar 25 + 27]	<ul style="list-style-type: none"> • [DUE] PROJECT FOUR: Independent Promotional Piece - upload pdf to BB • [DUE] PROJECT SIX: Mentor Report #2- upload pdf to BB • PROJECT FIVE: Process Book - DUE at install next week - upload pdf to BB • Presentation of all design projects in class
WEEK 12 [april 1 + 3]	<ul style="list-style-type: none"> • Installation: Begin MARCH 31- APRIL 1 • All installation must be complete end of day APRIL 3
<i>[friday, april 4]</i>	• Thesis I Opening Reception, 6:00 - 9:00 PM, Studio San Gluseppe Gallery
WEEK 13 [april 8 + 10]	<ul style="list-style-type: none"> • Gallery presentation to juniors and sophomores • Senior Degree Project Reflection / Questionnaire / upload to BlackBoard- DUE next class • Begin Portfolio Update: Design/layout thesis project into print/pdf portfolio and coroflot
WEEK 14 [april 15 + 17]	<ul style="list-style-type: none"> • [DUE] THESIS REFLECTION QUESTIONNAIRE - upload pdf to BB • Review photographic images of installation • Review proposed layouts for each new Degree Project inclusion in print portfolio book and pdf portfolio, determine best solutions • Individual Meetings with Instructor / In-class work session
WEEK 15 [april 22 + 24]	<ul style="list-style-type: none"> • Continue to update portfolio pages • Back-up all files on your computer • Final print/pdf pages and coroflot site -DUE next class • Individual Meetings with Instructor / In-class work session
<i>[sat-sun april 26 + 27]</i>	<ul style="list-style-type: none"> • Take Down Exhibit: Begin Saturday, April 27 • Take Down must be complete end of day, Sunday, April 28
WEEK 16 [april 29 + May 1]	• [DUE] ALL PORTFOLIO ITEMS (print/pdf/coroflot) - upload pdf's to instructor laptop
EXAM WEEK	Class Party - optional meet at Plaza Mexico on Delhi Pike 6:00pm