

GRAPHIC DESIGN

Course Syllabus

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Office Hour: Tue./Thur. 1-2:00 pm, Design Resource Library (2nd floor)

Course Description

Students in this course will apply the processes and skills acquired in Foundations for Communication Design, Typography 1 and Color and Image to produce a variety of graphic design artifacts such as visual identity development and collateral which may include, but is not limited to, brochures, stationery ensembles and/or poster design.

Prerequisites

ADES 1510, ADES 2515, CO-REQUISITE: ADES 2510

Course Objectives

1. Review: communication design process, creative problem solving methodologies, strategy development and iterative thinking, typography terminology, color theory, creative teams.
2. Introduce the concept of graphic design in practice as a career choice.
3. Engage in expanded use of creative methodologies for conceptual thinking.
4. Develop concepts of target audience identification and ethnographic studies.
5. Engage in strategic brand thinking as it relates to identity development.
6. Produce identity collateral that is strategically sound, creatively appropriate and well designed.

Books Required

Alina Wheeler, Designing Brand Identity

Course Structure

This class will be extremely demanding in mental focus and commitment involving many hours of out-of-class work. You may expect that 80-90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10-20% will be spent in in-class work, lecture and demonstration.

Grading

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy-attached), daily deadline performance and participation.

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

Grade Percentage

Students' final grades will be a strict average of the exercises, reviews and assignments in the given percentage:

Exercise 1a:	Client research: Phase i—Client research process	
Exercise 1b:	Brand strategy: Phase ii—Brand strategy & brief	
Assignment 1:	Visual Identity: Image Mark:	20%
Assignment 2:	Collateral Design:	20%
Assignment 3:	Brand Poster (Boutique Client):	20%
Assignment 4:	Visual Identity: Logotype/Lettermark (Corporate Client):	20%
Assignment 5:	Collateral Design Logotype/Lettermark (Corporate Client)	20%

Access To Information

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: eagleconnect.unt.edu

Academic Integrity

According to unt Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a "o" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your own original work of art.

Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grades.

- Roll will be taken at the beginning of every class.
- You be considered late if you arrive at class after roll has been taken.
- If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present.
- You will receive two (2) **free tardies**.
- After the first two tardies, **every three (3) tardies will equal one (1) unexcused absence**.
- Only two (2) **unexcused absences will be accepted**.
- **The third** unexcused absence will **lower your final semester grade** by one letter grade.
- **The fourth** unexcused absence will lower your grade by two letter grades. **The fifth** unexcused absence will lower your grade by three letter grades and so on.
- **A total of six absences, excused or unexcused**, will result in you receiving a failing grade (**F**) for the class.
- For a 3 day a week course, tardiness of more than 30 minutes late will be counted as an unexcused absence.
- A student showing a **pattern of not bringing any or incomplete daily work** may earn additional **unexcused absences** at the discretion of the professor.
- There are no excused absences for anything but a **verifiable death in the immediate family or with a doctor's note** on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable.
- If you are absent, you are responsible for contacting a class member in order to get any informa-

tion or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments.

- Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main office. The office will not accept any projects.

Disability Accommodation

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA at the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Suite 167 in Sage Hall. You also may call the ODA at 940.565.4323.

Electronic Devices

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

Email

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

Emergencies

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Financial Aid

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed

attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

Grading Policy

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

Student Rights And Responsibilities

As a student you have rights and responsibilities within the academic community. See: www.unt.edu/csrr for more information.

Course Risk Factor

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”

Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

Student Evaluation Of Instruction

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

Retention Of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual

record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

Plagiarism

Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a "o" for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: **a.** Use of any unauthorized assistance in taking quizzes, tests, or examinations; **b.** Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; **c.** The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; **d.** Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or **e.** Any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: **a.** The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and **b.** The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism.

Sexual Harassment:

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student's ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student's ability to participate in or benefit from the University's educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_o.pdf Page 2, Section 4, items a,b,c,d,e,f, and g.

Succeed At UNT

Aunt endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go to success.unt.edu.

**The right to change this syllabus with or without notice remains at the discretion of the professor.*

GRAPHIC DESIGN

The Contract

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally "I agree to the terms and conditions outlined in the Permission to Use Student Work contract."

Name (print) _____

Signature _____

Date _____

- Week 5 Feb. 12, 14**
- T** Critique: - Final representative symbol, revision
 - Computer implementation of representational symbol mark plotter color output, revisions as necessary
 Assign: - **Assignment 1.** Final representative symbol, FINAL revision
 - 25 Typographic studies (on the computer) for a combination mark using the representative symbol mark
- TH** Critique: 25 typographic studies (on the computer) for the combination mark using the final representational symbol mark, select the best directions
 Lecture: Extended paper collateral system
 Overview: **Assignment 2: Identity Development: Extended Collateral Design**
 Assign: - 15 sets (at ¼ size) of thumbnail studies of the final combination mark of all three basic pieces in the collateral ensemble (letterhead, envelope & business card)
 - 10 combination marks
- Week 6 Feb. 19, 21**
- T** Lecture: Paper considerations for the collateral system
 Critique: - 15 sets (at ¼ size) of thumbnail studies of the final combination mark of all three basic pieces in the collateral ensemble (letterhead, envelope & business card)
 - 10 combination marks
 Assign: - 5 revisions to best collateral designs (at ½ size)
 - Final combination mark to be implemented on collateral
 - A trip to Clampitt Paper to secure paper for collateral
- TH** Critique: - 5 revisions to best collateral designs (at ½ size)
 - Final combination mark to be implemented on collateral
 Assign: Computer implementation of collateral pieces/revisions as necessary
- Week 7 Feb. 26, 28**
- T** Lecture: Brand books & posters
 Critique: Computer implementation of collateral pieces/revisions as necessary
 Assign: - Collateral revisions
 - **Assignment 3:** Brand Poster, 10 (at ¼ size) thumbnails
- TH** Critique: - Collateral revisions
 - Brand poster, 10 (at ¼ size) thumbnails
 Assign: Select the best 2 brand posters, and revise
 Demo: Collateral, final presentation
 Assign: - Final collateral, mounted on black board
 - **Assignment 4:** Visual Identity: Logotype/Lettermark
 - Corporate logotype/lettermark client research

Week 8 Mar. 5, 7

- T** Due: - **Assignment 2.** Final collateral, mounted on black board
 - Revisions to brand posters, select the best option
 - Corporate client reasearch
 Lecture: Logotypes & lettermarks
 Assign: - Tight pencil brand poster
 - **Assignment 5:** Collateral Design Logotype/Lettermark
 - 50 typographic studies (on computer) for corporate logotype/lettermark client
- TH** Critique: - Tight pencil brand poster
 - 50 Typographic studies (on computer) for corporate logotype/lettermark client
 Assign: - Computer implementation of brand poster
 - 50 logotype/lettermark thumbnails

————— **Mar. 12, 14 Sprint Break** —————

Week 9 Mar. 19, 21

- T** Critique: 50 logotype/lettermark thumbnails
 Assign: 25 logotype/lettermark thumbnail, revisions
 Due: Computer implementation of brand poster revise as necessary
- TH** Due: - Computer implementation of brand poster, revise as necessary
 - 25 logotype/lettermark thumbnail, revisions
 Assign: 5 logotype/lettermark rough pencil revisions (5-6 inches)

Week 10 Mar. 26, 28

- T** Critique: - 5 logotype/lettermark rough pencil revisions, select the best direction
 - Computer implementation of brand poster, revise as necessary
 Assign: Final logotype/lettermark tight pencil (8-10 inches) with color
- TH** Critique: - Computer implementation of brand poster, revise as necessary
 - Final logotype/lettermark tight pencil (8-10 inches) with color
 Assign: Computer implementation logotype/lettermark

Week 11 Apr. 2, 4

- T** Critique: Computer implementation logotype/lettermark
 Assign: - 10 sets (at ¼ size) of thumbnail studies of the final logotype/lettermark (choose which mark works best) of all three basic pieces in the collateral ensemble (letterhead, envelope & business card)
 - Final computer generated logotype/lettermark mounted on 10 x 15 inch black board/color and b&cw
- TH** Critique: - 10 sets (at ¼ size) of thumbnail studies of the final logotype/lettermark collateral
 - Final computer generated logotype/lettermark mounted on 10 x 15 inch black board/color and b&cw
 Assign: 5 revisions to best logotype/lettermark collateral designs (at ½ size)

Week 12 Apr. 9, 11

- T Critique: 5 revisions to best logotype/lettermark collateral designs (at ½ size), choose the best option
Assign: - Computer implementation of logotype/lettermark collateral pieces
- A trip to Clampitt Paper to secure paper for logotype/lettermark collateral
- TH Critique: Computer implementation of logotype/lettermark collateral pieces/revisions as necessary

Week 13 Apr. 16, 18

- T Critique: Final set of all three basic logotype/lettermark collateral pieces in the ensemble at full size, computer generated in color/revise for next class
- TH Due: Final set of all three basic logotype/lettermark collateral pieces in the ensemble at full size, computer generated in color/revise for next class

Week 14 Apr. 23, 25

- T Critique: Brand poster, plotter color
Assign: - Revisions to brand poster, plotter color
- Final logotype/lettermark collateral, mounted on black board
- TH Critique: - Brand poster revisions, plotter color
- Final logotype/lettermark collateral, mounted on black board
Assign: Final revisions to brand poster, plotter color

Week 15 Apr. 30, May 2 (last class day)

- T Critique: Brand poster revisions, plotter color
Assign: Final revisions to brand poster, plotter color
- TH Due: Final brand poster

Week 16 May 7,

- T 10:30