Graphic Design
Advanced Campaigns

course syllabus: ADES 4520.502

Professor Douglas May, douglas.may@unt.edu
Office hours are by appointment only. Please contact me to schedule time.

course description
Students spend the semester conceiving, developing and producing a capstone project in graphic design. Students leverage all appropriate and available media to solve the communication challenges posed by their unique clients. This course must be taken concurrently with ADES 4540.

credits & prerequisites
ADES 4520 is a 3 credit course, and requires advanced standing and/or consent of instructor.  
Prerequisites: ADES 3520

text books
None required

course objectives
A. Each student will be expected to use all of the creative methodologies for innovative problem solving that he or she has learned in the Communication Design courses.

B. The student is expected to work at an advanced level of conceptual thinking, creative management and production.

C. The student assumes the role of initiator and creative director. The professor’s role in the creative and design processes is that of a guide and observer.

D. Students will be working in creative and support teams. You and your peers will be responsible for the majority of creative feedback and time management structure.

E. Each student will conceive, design and produce a comprehensive graphic design campaign that will serve as a major campaign project for his or her portfolio. It is expected that the student will stretch the boundaries of the campaign. This campaign must include final design projects including print and media, as well as a designed process book showing the entire creative process from inception to deliverables.

course structure
This class will be extremely demanding in mental focus and commitment involving many hours of homework. 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.

course schedule
For a week-by-week overview of the semester, please see the course schedule included at the end of the syllabus.

examinations
There will be no examinations in this course.

grading structure
Your final grade will be based on a strict compilation of all of the required coursework based on the given percentages for each assignment.
grading & evaluation

Student’s grades will be a strict average of projects, assignments and class participation, weighted with the following percentages:

1. Identity #1 (5%)
   - Assign. Aug. 28
   - Review Aug. 30
   - Due: Sept 13th
2. Major Campaign (40%)
   - Assign. Sept. 11
   - Due: Nov. 22
3. Entrepreneurial Design Project (15%)
   - Assign. Sept. 25
   - Due: Oct. 30
4. Minor Campaign (15%)
   - Assign. Oct. 9
   - Due: Nov. 24
5. Identity #1 and Stationery (10%)
   - Assign. Nov. 6/8
   - Due: Nov. 29
6. Physical Portfolio 15%
   - Assign. Nov. 1
   - Due: Dec 4/6

Final revisions due for all projects: Dec 10
All projects are due on the day and time given at the beginning of class. All grading is on a 10-point scale. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

You will be required to participate in the Senior Mid-Point Portfolio Review at the end of this semester as scheduled in order to pass this class. Failure to present your work for this review will result in a failing grade for the class. This review is otherwise non-binding, in that it will not determine whether you continue in the program. This review is an overall assessment for all skills learned so far in the program. The faculty will evaluate all of your work to date to determine areas of strength and areas of weakness that will need to be addressed in the final semester of the senior year as you prepare and hone your final portfolio.

grade distribution

- A = 100.0 – 90
- B = 89.9 – 80
- C = 79.9 – 70
- D = 69.9 – 65
- F = 64.9 – 0

plagiarism

Plagiarism is 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. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university.

disciplinary issues

Disciplinary probation, suspension form the university, expulsion (permanent), or revocation of degree. (See student guidebook.)

electronic devices

Cellular telephones should be turned off the minute you step into the classroom. Laptops will only be used during work-in-class days. No facebooking, twittering, text messaging etc. Cellphones will only be allowed in case of emergencies—let your instructor know in advance.

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 information 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.

course risk factor

Risk Factor: 2
In level 2 courses, student 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 and fumes and repetitive stress injuries related to extended computer use. Students who are pregnant or will become pregnant during the course of the semester are
advised to check with their doctor immediately to determine if any additional risks are reason to postpone this course until a later semester. Upon request, your professor will provide a list of chemicals and safety issues for your doctor to review. Material Safety Data Sheets are available on all chemicals. It will be up to you and your doctor to determine what course of action to take.

**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.

**emergency procedures**

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

**student rights and responsibilities**

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

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*The right to change this syllabus with or without notice remains at the discretion of the professor.
Fall 2015, Monday/Wednesday 10:00–1:50 p.m., Room 234A, Art Building

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course risk factor: level 2
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.

name (print) ____________________________________________ signature ____________________________________________ date ________________

contact information

your e-mail address
__________________________________________________________

your permanent address
__________________________________________________________

your phone number
__________________________________________________________

your cell phone number
__________________________________________________________

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?
Please check: ___ Yes ___ No
Description

Designing an effective logo is a basic requirement of being a proficient graphic designer. The ability to communicate a clear and understandable identity that visually represents the business purpose is paramount toward helping your client be noticed, remembered, and preferred by their customers.

Parameters

Pick your own client. Choose three to five clients that are either real businesses or imaginary companies that you want to create an identity for. One will be approved by the instructor. Choose a client category that you have not worked in before. Develop 10-15 different directions (rough thumbnails) that best identify the business you are working with. Consider their category, target customers and closest competition.

Schedule

Assigned: August 28th
Review: August 30th – Client selection: Bring to class three to five names to discuss with the instructor. Be prepared to pick a favorite and explain why this helps your portfolio.
In-class critique: Sept. 6th Work in progress - 10-15 self-curated thumbnails on wall
In-class critique: Sept. 11th – 3 to 5 tight comps with color consideration
Due: September 13th – 8.5 x 11 color PDF in high-res 300 DPI delivered to instructor and presented in class as unmounted hi-res print that is 8.5 x 11 in-color for on wall critique. Show large 100% logo centered and smaller logo as 25% in lower right hand corner.