Course description

Students in this course will apply the processes and skills learned in Design Thinking as well as the typographic skills acquired in Typography I & II 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. Additionally, students will first learn various graphic illustration styles and continue to explore color theory. Participation in the Mid-Point Review is required to pass this course.

Prerequisites

ADES 2500, ADES 2510. Student must have been selected to continue in the program in the Conditional Mid-Point Portfolio Review. Students are required to have completed Adobe Photoshop certification prior to the start of this class.

Course objectives

1. Review: communication design process, creative problem solving methodologies, strategy development and iterative thinking, typography terminology, color theory, creative teams.
2. Introduce concept of Graphic Design in practice as a career choice.
3. Use concepts of target audience identification and ethnographic studies.
4. Engage in strategic branding.
5. Produce graphic design collateral that is strategically sound, creatively appropriate and well designed.

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. Student must participate in the Mid-Point Review in order to pass this course unless written notification of student’s intention to change major is presented.

Grading & evaluation

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

- Classroom engagement and professional comportment: 16%
- Assignment 1: Phase I—client research process: 7%
- Assignment 2: Phase I—brand strategy & brief: 7%
- Assignment 3: Phase I—brand look & feel: 7%
- Assignment 1: Visual Identity Development and Design: 21%
- Assignment 2: Extended Collateral Design: 21%
- Assignment 3: Brand Pitch Book: 21%

Student evaluation and assessment

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.

Mid point portfolio review

You will be required to participate in the 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. If you are unsuccessful through this review and not selected by the faculty for upper division design classes, you may re-take this class and go through the review one more time and re-review at that point.

You should note that it is possible to receive a passing grade for this class but not to be selected for upper division classes through this Mid-Point Portfolio Review process. The portfolio review is an assessment of your overall ability to continue in this program successfully and is not necessarily connected to the grades made in the classes that lead up to the review. For instance: a student who is diligent in his or her endeavors, always meets deadlines, is effective at research processes but is a poor designer may find that a passing grade of C or even low B is possible for the class, but none-the-less, the lack of design ability will likely keep the student for advancing into junior level classes. The faculty will review and be selecting only the best work from the top candidates from all sections of 2520 and 2530. If you are not selected after the second review, you may not retake the class for the third time or review again.
Required text

Designing Brand Identity by Alina Wheeler

Print Magazine

Suggested

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 and fumes, and repetitive stress injuries related to extended computer use.

Disabilities accommodation

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Marian O’Rourke Kaplan, the School Accommodation Liaison Officer, Art Building, Room 111.

Rights & responsibilities

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

Emergencies

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 all all clear signal is sounded. Follow your teacher’s instructions and act accordingly.

Student evaluation of faculty

The Student Evaluation of Teaching Effectiveness (SETTE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETTE to be an important part of your participation in this class. The spring administration of the SETTE will remain open through the week of finals.
AGREEMENT OF TERMS AND CONDITIONS

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 four (4) tardies will equal one (1) unexcused absence.

Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade (f) for the class.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationary with a telephone number. The doctor’s note must be presented at the next class.

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 or the design 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 or design office. The office will not accept any projects.

Cellular telephones should be turned off the minute you step into the classroom. Laptop will only be used during work-in-class days. Facebooking, twittering, text messaging etc. will not be allowed during class.

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.

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

Instructor reserves the right to make adjustments to the course syllabus with or without notice.
AGREEMENT TERMS AND CONDITIONS

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 UNT E-MAIL ADDRESS (Starting this year, the ComDes program will only use your UNT e-mail address for communication. If you are not in the habit of checking that account, you can set up a proxy and have that e-mail forwarded to the account you do check. Ultimately, however, you will be responsible for arranging that if you want to receive e-mail from the program regarding courses, opportunities, registration, etc.)

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 circle: Yes  No