

Semester: spring 2013

Meeting Time: Mondays, 6:00-10:00 pm

Location: CVAD

Instructor: keith owens

E-mail: k.owens@unt.edu

Office: Art Building, Room 208

Office Hours: Friday 10:00-12:00

Course Description

In this final design portfolio class, students will be expected to employ all the knowledge, skills and working habits gained from earlier program classes. More so than earlier classes, students will be expected to self-direct their learning experiences with assistance from the instructor. This assistance will be available provided a student brings homework of sufficient quantity and quality for comment and feedback, and actively participates in class activities. All work will be subject to faculty and peer review in the form of class critique and dialogue. Faculty expects that iterative self-directed progress by each student will result from these in-class engagements.

Required Readings

Texts and digital reading portfolio will be supplied by instructor on an as needed basis.

Course Objectives | Expectations

1. Students will be expected to take on, engage with and successfully complete conceptually and aesthetically challenging half semester long projects comprised of varying components.
2. Students will be expected to successfully revise and/or otherwise improve deficiencies in the current portfolios of work.
3. Students will be expected to work effectively on their own and in collaboration with their peers.
4. Students will be expected to utilize their time efficiently and effectively, much like they will be required to do as professional design practitioners juggling multiple client jobs.
5. Students will be expected to contribute to class dialogue and critique. Thereby contributing to a supportive, peer-based learning environment
6. Students will be expected to demonstrate their increasingly ability to function as junior designers ready for entry level employment after the completion of this class and their subsequent graduation from the program.

Course Structure

All course work will be completed outside of class. In class activity will focus exclusively on group critique and critical dialogue.

Student Assessment and Evaluation

Final class grades will be based on a weighted average of grades awarded for assigned projects. These grades will be subject to and could be affected by attendance (as described in the attendance policy) and daily deadline performance.

Major Project 60% (faculty evaluation)

As Required Revisions to Portfolio 20% (faculty evaluation in conjunction with mid-term review comments)

Class Participation and Group Interaction 20% (faculty evaluation)

Disability 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 in the 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, Eric Ligon, who is also the College Accommodation Liaison Officer, in Room 111 of the Art Building.

Risk Factor Rating & Pregnancy Alert

This course has a Risk Rating of Level 2. According to University Policy, this course is classified as a category two course. Students enrolled in this course will be exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to (include the list of potential hazards to which a student might be exposed). 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.

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.

Emergency Actions

In case of an emergency (alarm will sound), please follow the existing emergency protocols for the University Systems Building. The DRC operates in an urban environment, so students should be alert to their surroundings at all times and be particularly mindful of their personal safety. For more information about students' rights and responsibilities within the academic community, visit www.unt.edu/csrr.



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Faculty Evaluation

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized courses at UNT. This short survey will be made available to you at the end of the semester so that you can offer constructive criticism regarding how this class is taught. I consider the SETE to be an important part of your participation in this course, as I utilize the feedback I get from it to improve my teaching. You will be notified of the dates for the Spring administration of the SETE by the University.

Satisfactory Academic Progress

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed maximum timeframes established based on the published length of the graduate program. 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 >

<http://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.

Center for Student Rights and Responsibilities

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.

Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will 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 that the instructor has you added to the roll. Only two (2) unexcused absences will be allowed. 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 six absences, excused or unexcused, will result in you receiving a grade of 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 stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. You will receive two (2) free tardies. Beyond that, every four tardies will equal one unexcused absence.

Right of Change

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

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Student Grant of Publication Permission

1) **Grant of Permission.** I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in one or more CVAD graduate or undergraduate courses. By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2) **Scope of Permission.** This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on one or more of the UNT or CVAD websites; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibitions, catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3) **Certificate of Ownership.** I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4) **Privacy Release.** I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5) **Signature.** By signing the attached Student Syllabus Agreement I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

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Student Syllabus Agreement

Keep for your records

I,....., acknowledge that I have read the course syllabus.
I understand the course structure, grading and attendance policies, risk factor rating, and the Student Grant of Publication Permission.
By signing this agreement I acknowledge that I agree to the syllabus and all of its provisions.

Student name

Signature

Phone contact number

e-mail

Date.....

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Team and Clients Assignments

Red Team

Client

Starting Point

1. Ryan R.	ZGF Architects	ZGF.com
2. Mercy L.	Design Exchange	dx.org
3. Jay R.	Morflora	morflora.com
4. Lance T.	Royal Winnipeg Ballet	rwb.org

Blue Team

Client

Starting Point

1. Jake L.	Karostas Cietums Prison Hotel	http://www.karostascietums.lv/
2. Jack R.	International Museum of Surgical Science	imss.org
3. Sony K.	SMU DeGolyer Library	smu.edu/cul/degolyer
4. Mary S.	Airstream Travel Trailers	airstream.com

Green Team

Client

Starting Point

1. Mallory B.	Chesapeake Light Craft	clcboats.com
2. Steven S.	Muholland Leather Goods	shopmuholland.com
3. Andi B.	Red Wing Shoes	redwingshoes.com
4. Jessica C.	Tailwaters Fly Fishing Company	tailwatersflyfishing.com

Purple Team

Client

Starting Point

1. Antonio	Sierra Club	sierraclub.com
2. Jacob C.	Modz Ltd.	modz.fi
3. Kylean P.	Delta Blues Museum	deltabluesmuseum.org
4. Taylor D.	Blue Hill Farm	bluehillfarm.com

Project Required Deliverables (select based on your respective client and/or portfolio needs)

Identity Mark & Stationery ensemble including: envelope, letterhead, business card, mailing label (required for all clients)

Category One (1 minimum)

Brochure made up of at least 8 pages + cover (capabilities, catalogue, announcement, educational, menu, etc.)

Extensive book design

Category Two (2 minimum)

Speciality packaging (3 pieces minimum)

Press kit

Direct Mail

Posters

Point of Display/purchase

Special event materials (flyers, announcements, catalogues, tickets, displays, etc.)

Category Three (3 minimum)

T-shirt, hats

Invitation

Signage (identity, directional, educational, etc.)

Uniform design

Vehicle graphics

PROJECT SCHEDULE > Through Mid-Term Review & Spring Break

January	14	First class > course structure, priorities and expectations Assigned > Semester Project
	21	<i>MLK Holiday, no class. Class moved to Wednesday 1.23.2013</i>
	23	Due: All client research
Meeting Times		Red Team 6-7 Blue Team 7-8 Green Team 8-9 Purple Team 9-10
	28	Due: Thumbnails for marks identity systems and concepts for category 1
Meeting Times		Green Team 6-7 Blue Team 7-8 Purple Team 8-9 Red Team 9-10
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February	4	Due: Mark & Identity systems revisions, thumbnails for category 1, concepts for category 2
Meeting Times		Blue Team 6-7 Purple Team 7-8 Red Team 8-9 Green Team 9-10
	11	Due: Final identity system design, 1/2 size revisions for category 1, thumbnails for category 2
Meeting Times		Purple Team 6-7 Red Team 7-8 Green Team 8-9 Blue Team 9-10
	18	Due: Full size revisions for category 1, 1/2 size revisions for category 2, thumbnails for category 3
Meeting Times		Red Team 6-7 Blue Team 7-8 Green Team 8-9 Purple Team 9-10
	25	Due: Full size tight layouts for category 1, full size revisions for category 2, 1/2 size revisions for category 3
Meeting Times		Blue Team 6-7 Green Team 7-8 Purple Team 8-9 Red Team 9-10
	26	<i>Mid-Term Portfolio Review</i>
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March	4	Due: Revisions for category 1 & 2
	11	<i>Spring Break</i>

Semester: spring 2013

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Scheduling Notes

1. While I am providing a weekly meeting schedule for the first part of the semester, each of your teams will be responsible for producing a daily work schedule, deciding what, when, where and how much is due. This is a major team responsibility and your scheduling is due along with your client research on **1.23.2012**.
2. Each team is to prepare and submit a well organized (typed) schedule of developmental requirements and amounts of visual exploration/thumbnails (25 distinctly different conceptual ideas for each piece is required for the early steps of the creative process).
3. Below find issues to be considered and accounted for in your team schedules:
 - Regularly scheduled meeting times outside of class (a minimum of 3 hours per week)
 - Messaging (story line/concepts) for your respective clients
 - Brainstorming
 - Visual searches
 - Typographic research
 - Appropriate communication vehicles for your respective clients
 - Size, grid, and proportion issues
 - Conceptual thumbnails
 - Tight proportional layouts
 - Color and paper selections
 - Final production issues and schedule
 - Weekly revising