

ADES 2520

GRAPHIC DESIGN

the syllabus // sixteen weeks of identity and branding //

COURSE DESCRIPTION

Students in this course will apply the processes and skills acquired in *Design Thinking, Typography 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, stationery ensembles, web sites, brochures and posters. Participation in the *Sophomore Mid-Point Review* is required to pass this course.

PREREQUISITES

ADES 2500, ADES 2510, ADES 2515

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.

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 Sophomore Mid-Point Review in order to pass this course unless written notification of student's intention to change major is presented.

GRADE PERCENTAGES

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

Exercise 1A: Identity Development: Phase I—Client research process 5%

Exercise 1B: Identity Development: Phase I—Brand usage book 5%

Assignment 1: Identity Development: Phase II—Visual Identity Development and Design 25%

Assignment 2: Identity Development: Phase III—Extended Collateral Design 20%

Assignment 3: Identity Development: Phase IV—Visual Identity Development and Design 25%

Assignment 4: Identity Development: Phase V—Extended Collateral Design 20%

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.

MID POINT REVIEW

You will be required to participate in the Sophomore 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 a low B is possible for the class, but none-the-less, the lack of design ability will likely keep the student from 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.

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REQUIRED BOOKS

Designing Brand Identity by Alina Wheeler
Print Magazine and Communication Arts

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.

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

SETE

The Student Evaluation of Teaching Effectiveness (SETE) 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 SETE to be an important part of your participation in this class. You will be notified of the dates for the spring administration of the SETE by the university.

AMERICAN

DISABILITIES ACT:

"The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

DISABILITIES

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. Please notify the instructor if you have a disability that requires accommodation. It is also required that you register with the UNT Office of Disability Accommodation, Student Union, Room 318. The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean's offices, Room 107. Further questions and problems on accommodation may be addressed to Associate Dean Eric Ligon, School Accommodation Liaison, Art Building, Student Advising, Room III.

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 Room 321 of the University Union. You also may call the ODA at 940.565.4323.

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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 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 by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. 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. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

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 or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

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.

PROJECT DEADLINES

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

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 from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

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.

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DROPPING CLASSES

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.

CHANGES

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.



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the contract // sign it! //

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

Please fill in your contact information below:

YOUR E-MAIL ADDRESS

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?

PLEASE CHECK: **YES** **NO**

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**

“I agree to the terms and conditions outlined in the *Permission to Use Student Work* contract.”

PRINT NAMESIGNATURE DATE

And

“I agree to the terms and conditions outlined in the UNT *Legal Model Release Form* contract.”

PRINT NAMESIGNATURE DATE

the schedule // sixteen weeks of identity and branding //

WEEK 1: 1.14-18

MONDAY

OVERVIEW: Assignment 2: IDENTITY DEVELOPMENT—Visual Identity Development and Design

READ: Part 1: Basics and Part 2: Process in *Designing Brand Identity*, and come to class with 10 solid questions about your client and/or the reading assignment.

ASSIGN: Exercise 1A: IDENTITY DEVELOPMENT: PHASE 1—*client research process*

WEDNESDAY

Research day, no class. You are expected to meet in your teams.

FRIDAY

DUE: Brief report/presentation for PHASE 1A—*client research process*. See assignment for details.

ASSIGN: Exercise 1B: IDENTITY DEVELOPMENT: PHASE 1—*brand strategy & brief*

LECTURE: Brand Brief, Brand Essence, Value Proposition

WEEK 2: 1.21-25

MONDAY

MLK, no class

WEDNESDAY

DUE: Brief report/presentation for PHASE 1B—*brand strategy & brief*. See assignment for details.

LECTURE: Semiotics and brands

IN-CLASS: Develop word lists

ASSIGN: Assignment 1: IDENTITY DEVELOPMENT: *Visual Identity Development & Design*.

ASSIGN: Review Part 2: Process in *Designing Brand Identity*.

FRIDAY

Work in class with creative brainstorming techniques. Introduce the matrix.

WEEK 3: 1.28-2.1

MONDAY

DUE: Creative brainstorming, how to use the information/brainstorming results

LECTURE: Identity marks: *lettermarks, logotypes, representative symbols, non-representative symbols, combination marks*, show examples

ASSIGN: *Lettermarks & logotype typeface exploration*—10 serif, 10 sans serif, 10 alternate type styles

WEDNESDAY

DUE: *Lettermarks & logotype typeface exploration*—10 serif, 10 sans serif, 10 alternate type styles

ASSIGN: 80 creative *lettermark* thumbnails. Select the 10 most appropriate typefaces (serif, sans serif, alternative) to complete the following: 35 sans serif, 35 serif and 10 alternative. Explore figure ground, de-construction, overlap, symmetrical systems & patterns, plus implied 3D. You may include imagery, but at a secondary level.

FRIDAY

DUE: 80 creative *lettermark* thumbnails.

ASSIGN: 30 creative *lettermark* revisions. (8 min. each = 4 hours)

LECTURE: *Logotypes*

ASSIGN: 50 *logotypes*. Using the typefaces selected for the *lettermarks*, explore possible designs and combinations. Must be executed in pencil. (5 min. each = 4 hours)

the schedule // continued //

WEEK 4: 2.4-8

MONDAY

DUE: 40 creative *lettermark* revisions

ASSIGN: 10 creative *lettermark* revisions with color studies (swatches cut from magazines in relative proportion and placement). (10 min. each = 1 hour 40 min.)

WEDNESDAY

DUE: 50 *logotypes* thumbnails.

ASSIGN: 25 *logotypes* revisions. (8 min. each = 3 hours 20 min.)

DUE: 10 creative *lettermark* revisions

ASSIGN: 3 *lettermark* tight pencils with color. (20 min. each = 1 hour)

FRIDAY

DUE: 25 *logotypes* revisions.

ASSIGN: 8 *logotype* revisions with color studies.

DUE: 3 *lettermark* tight pencils with color.

ASSIGN: Final *lettermark* tight pencil with color.

WEEK 5: 2.11-15

MONDAY

DUE: 8 *logotype* revisions with color studies.

ASSIGN: 3 *logotype* revisions with color studies.

DUE: Final *lettermark* tight pencil with color.

ASSIGN: Any final *lettermark* tight pencil revisions with color.

LECTURE: *Representational symbols, non-representational symbols, and combination marks.*

ASSIGN: 60 *representative symbol* thumbnails. Explore concept, forced connection and metaphorical solutions first; ideas are more important than form at this stage.

WEDNESDAY

DUE: Any final *lettermark* tight pencil revisions with color.

DUE: 3 *logotype* revisions with color studies.

ASSIGN: Final *logotype* tight pencil with color.

DUE: 60 *representative symbol* thumbnails.

ASSIGN: 30 *representative symbol* revisions.

FRIDAY

DUE: Final *logotype* tight pencil with color.

DUE: 30 *representative symbol* revisions.

ASSIGN: 10 *representative symbol* revisions.

WEEK 6: 2.18-22

MONDAY

DUE: 10 *representative symbol* revisions.

ASSIGN: 3 *representative symbol* final tight pencils.

WEDNESDAY

DUE: 3 *representative symbol* final tight pencils.

ASSIGN: Final *representative symbols* tight pencil with color.

ASSIGN: 8 *representative symbols* revisions with color studies.

FRIDAY

DUE: Final *representative symbols* tight pencil with color.

ASSIGN: Revisions to final *representative symbols* tight pencil with color.

the schedule // continued //

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WEEK 7: 2.25-3.1

MONDAY

DUE: Revisions to final *representative symbols* tight pencil with color.

ASSIGN: Any final *representative symbols* tight pencil revisions with color.

ASSIGN: Final *representative symbols* tight pencil with color.

WEDNESDAY

DUE: Any final *representative symbols* tight pencil revisions with color.

DUE: Final *representative symbols* tight pencil with color.

ASSIGN: Any final *representative symbols* tight pencil revisions with color.

ASSIGN: Final computer generated versions for all identity marks in b&w and color. Minimum of 4 marks from 4 different categories.

FRIDAY

DUE: Final computer generated versions for all identity marks in b&w and color.

LECTURE: *Extended paper collateral system.*

ASSIGN: 20 sets of all three basic pieces in the ensemble at ¼ size (letterhead: 2¼ x 2¾, envelope: 1 x 2¾, business card: 2 x 3½, OR 3½ x 2).

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WEEK 8: 3.4-8

MONDAY

DUE: 20 sets of all three basic pieces in the ensemble at ¼ size.

ASSIGN: 8 sets of all three basic pieces in the ensemble at ½ size (letterhead: 4¼ x 5½, envelope: 2 x 4¾, business card: 2 x 3½, OR 3½ x 2).

WEDNESDAY

DUE: 8 sets of all three basic pieces in the ensemble at ½ size.

ASSIGN: 3 sets of all three basic pieces in the ensemble at full size (letterhead: 8½ x 11, envelope: 4¼ x 2¾, business card: 2 x 3½, OR 3½ x 2).

FRIDAY

DUE: 3 sets of all three basic pieces in the ensemble at full size.

ASSIGN: Final set of all three basic pieces in the ensemble at full size, computer generated in color.

ASSIGN: Research client rebranding.

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WEEK 9 3.11-15 SPRING BREAK

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WEEK 10 3.18-22

MONDAY

DUE: Research client rebranding.

DUE: Final revisions of all three basic pieces in the ensemble at full size.

ASSIGN: Final revisions of all three basic pieces in the ensemble at full size.

WEDNESDAY

DUE: Final revisions of all three basic pieces in the ensemble at full size.

ASSIGN: Final revisions of all three basic pieces in the ensemble at full size.

FRIDAY

DUE: Final identity marks and stationery ensemble.

ASSIGN: Exercise 1B: IDENTITY DEVELOPMENT: PHASE I—*brand strategy & brief as it applies to rebranding your client. Include ideas for one-two design project to apply and extend the brand.*

the schedule // continued //

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WEEK 11 3.25-29

MONDAY

DUE: Exercise 1B: IDENTITY DEVELOPMENT: PHASE I—*brand strategy & brief as it applies to rebranding your client. Include ideas for one-two design project to apply and extend the brand.*

ASSIGN: 25 identity revisions.

WEDNESDAY

DUE: 25 identity revisions.

ASSIGN: Identity revisions.

FRIDAY

DUE: Identity revisions.

ASSIGN: 25 thumbnails exploring initial concepts for identity/brand extension projects.

ASSIGN: Identity revisions.

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WEEK 12 4.1-5

MONDAY

DUE: 25 thumbnails exploring initial concepts for identity/brand extension projects.

DUE: Identity revisions.

ASSIGN: Select best brand extension projects/revise.

ASSIGN: Identity revisions.

WEDNESDAY

DUE: Identity revisions.

DUE: Brand extension projects/revise.

ASSIGN: ½ size brand extension tight pencils.

ASSIGN: Final tight pencils identity.

FRIDAY

DUE: ½ size brand extension tight pencils.

DUE: Final tight identity pencils.

ASSIGN: Translate final identity pencils digitally.

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WEEK 13 4.8-12

MONDAY

DUE: First round computer iterations of identity.

ASSIGN: Translate final brand extension projects digitally.

WEDNESDAY

DUE: Computer iterations of identity.

DUE: Brand extension projects (digital).

ASSIGN: Revisions to both (identity and brand extensions).

FRIDAY

dsvc No class.

the schedule // continued //

WEEK 14 4.15-19

MONDAY

DUE: Revisions to both (identity and brand extensions).

ASSIGN: Final identity mark.

ASSIGN: Revisions to brand extensions.

WEDNESDAY

DUE: Final identity mark mounted to black board.

ASSIGN: Final full size color revisions to brand extensions.

FRIDAY

DUE: Final full size color revisions to brand extensions.

ASSIGN: Revisions to final full size color revisions to brand extensions.

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WEEK 15 4.22-26

MONDAY

DUE: Revisions to final full size color revisions to brand extensions.

ASSIGN: Revisions to final full size color revisions to brand extensions.

WEDNESDAY

DUE: Revisions to final full size color revisions to brand extensions.

ASSIGN: Revisions to final full size color revisions to brand extensions.

FRIDAY

DUE: Revisions to final full size color revisions to brand extensions.

ASSIGN: Final full size color revisions to brand extensions mounted to boards.

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WEEK 16 4.29-5-3

MONDAY

DUE: Final full size color revisions to brand extensions mounted to boards.

ASSIGN: Prepare all work for portfolio review.

WEDNESDAY

DUE: Production day. Work in class/meet with professor.

FRIDAY

DUE: All final identity marks and stationery ensemble due at Mid Point Portfolio Review:

Mid Point Portfolio Review: You must have your work set up by 8:00 A.M. in your assigned classroom.

Pick up all portfolio and process notebooks after 5:30 P.M.

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WEEK 17 MAY FINALS