Course description

Students in this course will apply the processes and skills learned, and the typographic skills acquired in Design Thinking, Typography I and Typography II 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 and poster or book cover designs. Students will explore various graphic illustration styles and continue to explore color theory. Participation in the Sophomore Mid-Point Review is required to pass this course.

Prerequisites

ADES 2500, 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 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 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 Sophomore 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:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Assignment 1: Book Cover Design Series</td>
<td>30%</td>
</tr>
<tr>
<td>Exercise 2a: Identity Development: Phase i—client research process</td>
<td>7%</td>
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<tr>
<td>Exercise 2b: Identity Development: Phase i—brand strategy &amp; brief</td>
<td>7%</td>
</tr>
<tr>
<td>Exercise 2c: Identity Development: Phase i—brand look &amp; feel</td>
<td>6%</td>
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<tr>
<td>Assignment 2: Identity Development: Phase II—Visual Identity Development and Design</td>
<td>35%</td>
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<tr>
<td>Assignment 3: Identity Development: Phase III—Extended Collateral Design</td>
<td>15%</td>
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Examinations

There will be no examinations in this course.

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 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 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

**Required publications**

*Print Magazine* and *Communication Arts*

You are required to submit work to at least one student design competition (such as the DSVC National Student Show or the Creative Summit for example), and at least one design publication competition (such as Creative Quarterly, CMYK or Graphis). Please check the Communication Design blog, [http://unt-comdes.blogspot.com/](http://unt-comdes.blogspot.com/), for other possibilities. You are required to present proof that you have entered these requirements (a receipt for payment for example) at the Mid Point Portfolio Review. If you have not met the requirements for entering the minimum number of shows/publications by the time of the review, you will not be allowed to move forward in our program until you have proven you have done so.

**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.

**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.

**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 constitute plagiarism. Plagiarism will result in immediate failure of the class and may result in expulsion from the university.

**Rights & responsibilities**

As a student, you have rights and responsibilities within the academic community. See [www.unt.edu/esrr](http://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.

**Student evaluation of faculty**

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.

*The right to change this syllabus with or without notice remains at the discretion of the professor of this course.*
Permission to Use Student Work

1 Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in _________________________ (name of course). 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 the UNT web site; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, web sites, 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 contract for this course 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.
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 professor 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 design department office unless this has been prearranged with the professor. The dean’s office will not accept any projects.

Cellular telephones should be turned off the minute you step into the classroom. Lap tops 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 probations, suspension form the university, expulsion (permanent), or revocation of degree. (See student guidebook)

Instructor reserves the right to make adjustments/changes 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, its provisions, and the Permission to Use Student Work.

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
Wednesday, Jan. 19  
**OVERVIEW:** General introduction, brief class overview.  
**LECTURE:** The creative process, conceptual image-making, graphic design.  
**INTRODUCE:** Assignment 1: Book Cover Design Series  
**ASSIGN:** Assign topic.

Friday, Jan. 21  
**DEMONSTRATE:** Creative matrices.  
**IN CLASS/ASSIGN:** Develop keyword lists.

**Week 2**  
Monday, Jan. 24  
**CRITIQUE:** 7 keyword lists.  
**IN CLASS/ASSIGN:** Develop creative visual matrices.

Wednesday, Jan. 26  
**DUE:** 4 creative visual matrices.  
**ASSIGN:** Remaining visual matrices.

Friday, Jan. 28  
**DUE:** Remaining visual matrices.  
**IN CLASS:** Select best genres.  
**ASSIGN:** revisions for each genre.

**Week 3**  
Monday, Jan. 31  
**DUE:** revisions for each genre.  
**ASSIGN:** revisions for each genre.

Wednesday, Feb. 2  
**DUE:** revisions for each genre.  
**ASSIGN:** revisions for each genre.

Friday, Feb. 4  
**DUE:** revisions for each genre.  
**ASSIGN:** Final pencil revision for each genre.

**Week 4**  
Monday, Feb. 7  
**DUE:** Final pencil revision for each genre.  
**ASSIGN:** Final tight pencil for each genre.

Wednesday, Feb. 9  
**DUE:** Final tight pencil for each genre.  
**ASSIGN:** Final single super comp.

Friday, Feb. 11  
**DUE:** Final super comp.  
**ASSIGN:** Final super comp.

**Week 5**  
Monday, Feb. 14  
**DUE:** Final super comp.  
**ASSIGN:** Final super comp.  
**ASSIGN:** client for Assignment 2.  
**READ:** Designing Brand Identity.
Wednesday, Feb. 16
  DUE: Final super comp.
  ASSIGN: Final super comp.
Friday, Feb. 18
  DUE: Final super comp.
  ASSIGN: Final super comp.

Week 6
Monday, Feb. 21
  DUE: Assignment 1: Book Cover Design Series
  INTRODUCE: Assignment 2: Identity Development—Visual Identity Development and Design
  READ: Designing Brand Identity.
  ASSIGN: Exercise 2a: Identity Development: Phase 1—client research process
Wednesday, Feb. 23
  Research day, no class. You are expected to meet in your teams.
Friday, Feb. 25
  DUE: Brief report/presentation for Phase 1—client research process.
  ASSIGN: Exercise 2b: Identity Development: Phase 1—brand strategy & brief
  LECTURE: Brand Brief, Brand Essence, Value Proposition

Week 7
Monday, Feb. 28
  Research day, no class. You are expected to meet in your teams.
Wednesday, Mar. 2
  DUE: Brief report/presentation for Phase 1—brand strategy & brief.
  ASSIGN: Exercise 2c: Identity Development: Phase 1—brand look & feel
  LECTURE: semiotics and brands
  IN-CLASS: develop word lists
Friday, Mar. 4
  Phase 1—brand look & feel.
  DUE: Exercise 2c: Identity Development: Phase 1—brand look & feel

Week 8
Monday, Mar. 7
  Phase 1—brand look & feel.
  DUE: Revisions.
Wednesday, Mar. 9
  PRESENTATIONS: 4 minutes each. brand look & feel.
Friday, Mar. 11
  PRESENTATIONS: 4 minutes each. brand look & feel.
  READ: Designing Brand Identity.

Spring Break
Monday, Mar. 14–Friday, Mar. 18

Week 9
Monday, Mar. 21
  DUE: Creative brainstorming.
  LECTURE: identity marks: lettermarks, logotypes, representative symbols, non-representative symbols, combination marks; show samples
ASSIGN: lettermarks & logotype typeface exploration
Wednesday, Mar. 23
DUE: lettermarks & logotype typeface exploration
ASSIGN: lettermark thumbnails.
Friday, Mar. 25
DUE: lettermark thumbnails.
ASSIGN: lettermark revisions.
LECTURE: logotypes
ASSIGN: logotypes.
CREATIVE SUMMIT IN SAN MARCOS, TEXAS—MAR. 26–27

Week 10
Monday, Mar. 28
DUE: creative lettermark revisions
ASSIGN: creative lettermark revisions with color studies
Wednesday, Mar. 30
DUE: logotypes thumbnails.
ASSIGN: logotypes revisions.
DUE: creative lettermark revisions
ASSIGN: lettermark tight pencils with color.
Friday, Apr. 1
DUE: logotypes revisions.
ASSIGN: logotype revisions with color studies.
DUE: lettermark tight pencils with color.
ASSIGN: Final lettermark tight pencil with color.

Week 11
Monday, Apr. 4
DUE: logotype revisions with color studies.
ASSIGN: 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: representative symbol thumbnails.
Wednesday, Apr. 6
DUE: Any final lettermark tight pencil revisions with color.
DUE: logotype revisions with color studies.
ASSIGN: Final logotype tight pencil with color.
DUE: representative symbol thumbnails.
ASSIGN: representative symbol revisions.
Friday, Apr. 8
DUE: Final logotype tight pencil with color.
DUE: representative symbol revisions.
ASSIGN: representative symbol revisions.
ASSIGN: non-representative symbols or combination marks.

Week 12
Monday, Apr. 11
DUE: representative symbol revisions.
DUE: non-representative symbols or combination marks.
ASSIGN: representative symbol final tight pencils.
ASSIGN: non-representative symbols/comparison mark revisions.
Wednesday, Apr. 13

**DUE:** representative symbol final tight pencils.
**ASSIGN:** Final representative symbols tight pencil with color.
**DUE:** non-representative symbols/combination mark revisions.
**ASSIGN:** representative symbols revisions with color studies.

Friday, Apr. 15

**NO CLASS:** DSVC National Student Show.

**Week 13**

Monday, Apr. 18

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

Wednesday, Apr. 20

**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.
**READ:** Designing Brand Identity.

Friday, Apr. 22

**DUE:** Final computer generated versions for all identity marks in b&w and color.
**LECTURE:** Extended paper collateral system.
**ASSIGN:** three basic pieces in the ensemble.

**Week 14**

Monday, Apr. 25

**DUE:** three basic pieces in the ensemble
**ASSIGN:** three basic pieces in the ensemble

Wednesday, Apr. 27

**DUE:** three basic pieces in the ensemble
**ASSIGN:** three basic pieces in the ensemble

Friday, Apr. 29

**DUE:** three basic pieces in the ensemble
**ASSIGN:** Final set of all three basic pieces in the ensemble

**Week 15**

Monday, May 2

**DUE:** Final revisions of all three basic pieces in the ensemble
**ASSIGN:** Final revisions of all three basic pieces in the ensemble

Wednesday, May 4

**DUE:** Final revisions of all three basic pieces in the ensemble

Friday, May 6

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

**Week 16**

Monday, May 9

Wednesday, May 11

Friday, May 13