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 *Foundations for Communication Design, Typography 1* 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, brochures, stationery ensembles and/or poster design.

**Prerequisites**
ADES 1510, ADES 2515, Co-requisite: ADES 2510

**Required Books**
Alina Wheeler, *Designing Brand Identity*
*Communication Arts*

**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.

**Grade Percentages**
Students’ final grades will be a strict average of the exercises, reviews and assignments in the given percentage:
- Exercise 1a: Client research: Phase 1—Client research process
- Exercise 1b: Brand strategy: Phase 1—Brand strategy & brief
- Assignment 1: Visual Identity: Image Mark: 30%
- Assignment 2: Collateral Design: 20%
- Assignment 3: Brand Poster (Boutique Client): 20%
- Assignment 4: Visual Identity: Logotype/Lettermark (Corporate Client): 20%
- Assignment 5: Applied Logotype/Lettermark to Artifact (Corporate Client) 10%

**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.

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.
Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your email: eagleconnect.unt.edu

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’ll 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 free tardies. After the first two tardies, every four tardies will equal one unexcused absence. Only two 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 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.

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable 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 reasonable 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 reasonable 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, refer to the Office of Disability at unt.edu/oda. You may also contact ODA by phone at (940) 565-4323.

You must use your unt email address to communicate with professors. You may forward your unt email to a private email address via your My UNT settings.

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.untsystem.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. If the university is closed for more than one day, you should check the unt website at www.unt.edu, the unt Facebook page and @UNT-EagleAlert for the latest information.
the syllabus // continued...

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. 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 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.

GRADING POLICY

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

Academic Integrity Standards and Consequences. According to unt Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the unt catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also 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.

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

SEXUAL HARASSMENT

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and unt policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success, go to success.unt.edu.

Students will need to purchase individual licenses for Adobe Creative Suite software to work remotely on personal computers. If you need financial assistance for this purchase, you may apply for emergency funds via the CARE act funding link at UNT. Students are required to have computer access, web browser software, and a high-speed internet connection for this course. Ethernet (also called hard-wired) connectivity is preferred as it will offer a stable connection compared to WiFi. If a hard-wired connection isn’t possible, WiFi will suffice. Additional requirements include a microphone and camera access for audio and video capabilities. These features come standard on most computers. Canvas (UNT) and Dropbox (link to be provided) navigation will be required. Phones and tablets may be used only as supplementary devices, but not for primary video conferences and Zoom screen sharing. Zoom on your primary computer desktop will be the classroom’s designated video conference software. Please be familiar beforehand with various Zoom features available within the Web application. Test your own technical setup before classes begin. Online training within Zoom is available. It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is generally built-in to most desktop printers. Additional scanning software features can be accessed through Adobe Photoshop. Adobe also offers mobile applications for creating useful digital textures and brushes. You can find these in the mobile app store that is compatible with your mobile phone platform.

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

**ZOOM ETIQUETTE**

- Arrive five minutes early.
- Run a tech test before class begins.
- Stage your video area—more light is better.
- Dress appropriately for class.
- Turn your video on and engage in class conversations. (Exception: If you don't have enough bandwidth it's ok to turn your video off.)
- Sign in with your full name as listed on the class roster. If you don't provide your full name you won't be admitted to class. If you've changed your name to reflect gender identity, send a private message to alert your professor.
- Try to look into the camera and remember to adjust the camera to eye level.
- Raise your hand to notify your professor you'd like to ask a question.
- Find a quiet space, but also one where you can speak up when called upon.
- Stay muted if you're not talking.
- The Zoom chat is not private. Don't type things you don't want others to see.
- Please don't eat during class. Breaks will be given periodically.
- Don't multitask conducting other business or academic activities during class.
- Stay focused and participate.
- Don't invite other people who aren't in the class.

If we lose our connection, don't go away or assume class is over. I'll reconnect and if we need to pivot to a plan b.
**ADES 2520**

**GRAPHIC DESIGN**

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

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**WEEK 1: J 11**

**MONDAY**

**OVERVIEW:** Class policies, syllabus and projects

**OVERVIEW:** Assignment 1: Identity Development—Visual Identity Development and Design

**READ:** Part 1: Basics and Part 2: Process in Designing Brand Identity, come to class prepared to discuss reading assignment.

**ASSIGN:** Client research **EXERCISE 1A & EXERCISE 1B**

**WEDNESDAY**

**LECTURE:** Graphic Design & Branding

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

**DUE:** Client research **EXERCISE 1A & EXERCISE 1B** in process

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**WEEK 2: J 18**

**MONDAY** Martin Luther King Jr. Holiday, no class

**WEDNESDAY**

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

**DUE:** Final client research document: report/presentation for client research **EXERCISE 1A & EXERCISE 1B**—client research process. See assignment for details

**ASSIGN:** Assignment 1: Identity Development: Visual Identity Development & Design

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

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

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**WEEK 3: J 25**

**MONDAY**

**DUE:** 60 **representative symbol** thumbnails revisions

**ASSIGN:** 30 **representative symbol** revisions

**WEDNESDAY**

**DUE:** 30 **representative symbol** thumbnails revisions

**ASSIGN:** 10 **representative symbol** revisions

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**WEEK 4: F 1**

**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

**ASSIGN:** Final **representative symbol** (on the computer, color)
the schedule // continued //

WEEK 5: F 8
MONDAY
DUE: Final representative symbols tight pencil
DUE: Computer implementation of representational symbol mark, color output, revisions as necessary
ASSIGN: Revisions to final representative symbol (on the computer, color)
ASSIGN: 25 Typographic studies (on the computer) for a combination mark using the representative symbol mark

WEDNESDAY
DUE: 25 Typographic studies (on the computer) for the combination mark using the final representational symbol mark, select the best directions
LECTURE: Extended paper collateral system
OVERVIEW: Assignment 2: Identity Development: Extended Collateral Design
ASSIGN: 15 sets (at ¼ size) of thumbnail studies of the final combination mark of all three basic pieces in the collateral ensemble (letterhead, envelope & business card)
ASSIGN: 10 combination marks

WEEK 6: F 15
MONDAY
LECTURE: Paper considerations for the collateral system
DUE: 15 sets (at ¼ size) of thumbnail studies of the final combination mark of all three basic pieces in the collateral ensemble (letterhead, envelope & business card)
DUE: 10 combination marks
ASSIGN: 5 revisions to best collateral designs (at ¼ size)
ASSIGN: Final combination mark to be implemented on collateral

WEDNESDAY
DUE: 5 revisions to best collateral designs (at ¼ size)
DUE: Final combination mark to be implemented on collateral
ASSIGN: Computer implementation of collateral pieces / revisions as necessary

WEEK 7: F 22
MONDAY
LECTURE: Brand books & posters
DUE: Computer implementation of collateral pieces / revisions as necessary
ASSIGN: Collateral revisions
ASSIGN: Assignment 3: Brand Poster 18” x 24”, 10 (at ¼ size) thumbnails

WEDNESDAY
DUE: Collateral revisions
DUE: Brand poster, 10 (at ¼ size) thumbnails
ASSIGN: Select the best 2 brand posters, and revise
DEMO: Collateral, final presentation
ASSIGN: Final collateral, mounted on virtual boards
ASSIGN: Assignment 4: Visual Identity: Logotype/Lettermark
ASSIGN: Corporate logotype/lettermark client research
the schedule // continued //

WEEK 8: M 1

MONDAY
- **DUE:** Final collateral, mounted on virtual boards
- **DUE:** Revisions to *brand posters*, select the best option
- **DUE:** Corporate client reasearch
- **LECTURE:** Logotypes & lettermarks
- **ASSIGN:** Tight pencil brand poster
- **ASSIGN:** Assignment 5: *Applied Logotype/Lettermark to Artifact*
- **ASSIGN:** 50 Typographic studies (on the computer) for corporate *logotype/lettermark* client

WEDNESDAY
- **DUE:** Tight pencil brand poster
- **DUE:** 50 Typographic studies (on the computer) for corporate *logotype/lettermark* client
- **ASSIGN:** Computer implementation of brand poster
- **ASSIGN:** 50 *logotype/lettermark* thumbnails

WEEK 9: M 8

MONDAY
- **DUE:** 50 *logotype/lettermark* thumbnails
- **ASSIGN:** 25 *logotype/lettermark* thumbnail, revisions
- **DUE:** Computer implementation of *brand poster* revise as necessary

WEDNESDAY
- **DUE:** Computer implementation of *brand poster*, revise as necessary
- **DUE:** 25 *logotype/lettermark* thumbnail, revisions
- **ASSIGN:** 5 *logotype/lettermark* rough pencil revisions (5-6 inches)

WEEK 10: M 15

MONDAY
- **DUE:** 5 *logotype/lettermark* rough pencil revisions, select the best direction
- **DUE:** Computer implementation of *brand poster*, revise as necessary
- **ASSIGN:** Final *logotype/lettermark* tight pencil (8-10 inches) with color

WEDNESDAY
- **DUE:** Computer implementation of *brand poster*, revise as necessary
- **DUE:** Final *logotype/lettermark* tight pencil (8-10 inches) with color
- **ASSIGN:** Computer implementation *logotype/lettermark*

WEEK 11: M 22

MONDAY
- **DUE:** Computer implementation *logotype/lettermark*
- **ASSIGN:** 20 thumbnails application of the *logotype/lettermark* to appropriate artifact
- **ASSIGN:** Final computer generated *logotype/lettermark* mounted on 10 x 15 inch virtual black board / color and b&w

WEDNESDAY
- **DUE:** 20 thumbnails application of the *logotype/lettermark* to appropriate artifact
- **DUE:** Final computer generated *logotype/lettermark* mounted on 10 x 15 inch virtual black board / color and b&w
- **ASSIGN:** 5 revisions to best application of the *logotype/lettermark* to appropriate artifact
the schedule // continued //

WEEK 12: M 29

MONDAY
  DUE: 5 revisions to application of the logotype/lettermark to appropriate artifact, choose the best option
  ASSIGN: Computer implementation of application of the logotype/lettermark

WEDNESDAY
  DUE: Computer implementation of application of the logotype/lettermark / revisions as necessary

WEEK 13: A 5

MONDAY
  DUE: Computer implementation of application of the logotype/lettermark / revise for next class & brand poster in progress

WEDNESDAY
  DUE: Computer implementation of application of the logotype/lettermark / revise for next class & brand poster in progress

WEEK 14: A 12

MONDAY
  DUE: Brand poster, color
  ASSIGN: Revisions to brand Poster, color
  ASSIGN: Final application of the logotype/lettermark, mounted on virtual black board

WEDNESDAY
  DUE: Brand poster revisions, plotter color
  DUE: Final application of the logotype/lettermark, mounted on virtual black board
  ASSIGN: Final revisions to brand poster, color

WEEK 15: A 19

MONDAY
  DUE: Brand poster revisions, color
  ASSIGN: Final revisions to brand poster, color

WEDNESDAY
  DUE: Final brand poster, 18” x 24”

WEEK 16: A 26 FINALS
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.

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

and

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

______________________________
NAME (PRINT)

______________________________
SIGNATURE

______________________________
DATE