

ADES 2520

GRAPHIC DESIGN

the syllabus // designing type systems and paragraphs on pages //

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

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.

REQUIRED BOOKS

Designing Brand Identity, Alina Wheeler
Communication Arts Magazine

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.

GRADING

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 2—Brand strategy & brief

Assignment 1: Visual Identity: Image Mark: 25%

Assignment 2: Collateral Design: 20%

Assignment 3: Brand Poster (Boutique Client): 20%

Assignment 4: Visual Identity: Type Branding (Corporate Client): 25%

Assignment 5: Applied Type Branding to artifacts (Corporate Client) 10%

GRADE PERCENTAGES

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.

STUDENT COMPETITIONS

Having design work accepted into juried student competitions helps build credibility as a young designer. Plan to enter your student work in at least two (2) student competitions per academic year. Work with subject matter instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your resume and feature this recognized work in your portfolios.

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ACCESS

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

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'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 stationery 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.

DISABILITY

ACCOMMODATION

UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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. For additional information see the ODA website at disability.unt.edu. 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.

EMAIL

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.

EMERGENCIES

UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. 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 @untEagleAlert for the latest information.

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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 “o” 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.”

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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

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

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.

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. 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.

TECH

REQUIREMENTS

You will need a laptop computer and Adobe Creative Suite software. 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.

UPDATES & CHANGES

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

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COVID PROTOCOLS

I strongly request a face covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (these are built in to your Mac laptop) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Vaccinations are critical to the success of our return to typical operations. UNT encourages students, faculty and staff to get vaccinated and a booster shot when eligible. Vaccinations and boosters are available at the Student Health and Wellness Center.

Only those vaccines listed on CDC/WHO sites are approved for the UNT community. Please visit the Health Alerts Website for a list of approved vaccines.



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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.

“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

the schedule // let's follow it... //

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WEEK 1: J 17

MONDAY — MLK JR DAY, NO CLASS

POST ALL PROCESS/ITERATIONS TO OUR FLICKR GROUP. YOUR PROCESS GRADE WILL BE BASED ON YOUR DAILY POSTS.

WEDNESDAY — ZOOM

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/teams of 2

LECTURE: Graphic Design & Branding

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

ASSIGN: Exercise 1a & Exercise 1b in process

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WEEK 2: J 24

MONDAY — ZOOM

DUE: Client research Exercise 1a & Exercise 1b in process

WEDNESDAY — ZOOM

DUE: Final client research document: report/presentation for client research Exercise 1a & Exercise 1b—*client research process*/See assignment for details

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

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 31

MONDAY

CRITIQUE: 60 *representative symbol* thumbnails revisions

ASSIGN: 30 *representative symbol* revisions

WEDNESDAY

CRITIQUE: 30 *representative symbol* thumbnails revisions

ASSIGN: 10 *representative symbol* revisions

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WEEK 4: F 7

MONDAY

CRITIQUE: 10 *representative symbol* revisions

ASSIGN: 3 *representative symbol* final tight pencils

WEDNESDAY

CRITIQUE: 3 *representative symbol* final tight pencils

ASSIGN: Final *representative symbol* tight pencil

ASSIGN: Final *representative symbol* (on the computer, print plotter color)

the schedule // let's follow it... //

WEEK 5: F 14

MONDAY

CRITIQUE: Final *representative symbols* tight pencil

CRITIQUE: Computer implementation of representational symbol mark plotter color output, revisions as necessary

ASSIGN: Revisions to final *representative symbol* (on the computer, print plotter color)

ASSIGN: 25 Typographic studies (on the computer) for a *combination mark* using the *representative symbol mark*

WEDNESDAY

CRITIQUE: 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 Extended Collateral Design

ASSIGN: 15 sets (at 1/3 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 21

MONDAY

LECTURE: *Paper considerations for the collateral system*

CRITIQUE: 15 sets (at 1/3 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*, choose best direction

ASSIGN: 5 revisions to best collateral designs (at 1/2 size)

ASSIGN: Final *combination mark* to be implemented on collateral

ASSIGN: A trip to Clampitt Paper to secure paper for collateral

WEDNESDAY

CRITIQUE: 5 Revisions to collateral design 1/3 size

CRITIQUE: Final *combination mark* to be implemented on collateral

ASSIGN: Computer implementation of collateral pieces / revisions as necessary

WEEK 7: F 28

MONDAY

LECTURE: *Brand style guide poster*

CRITIQUE: Computer implementation of collateral pieces / revisions as necessary

ASSIGN: Collateral revisions

ASSIGN: Assignment 3: Brand Style Guide Poster, 10 thumbnail (at 1/4 size)

WEDNESDAY

CRITIQUE: Collateral revisions

CRITIQUE: *Brand style guide poster*, 10 (at 1/4 size) thumbnail

ASSIGN: Select the best 2 *brand posters*, and revise

DEMO: Collateral, final presentation

ASSIGN: Final collateral, mounted on black board

ASSIGN: Assignment 4: Visual Identity: Type Branding

ASSIGN: Corporate *type branding* client research

the schedule // let's follow it... //

WEEK 8: M 7

MONDAY

- DUE:** Final collateral, mounted on black board
- CRITIQUE:** Revisions to *brand posters*, select the best option
- DUE:** Corporate client reasearch
- LECTURE:** *Logotypes & lettermarks, type branding*
- ASSIGN:** Tight pencil brand poster
- ASSIGN:** Assignment 5: Applied Type Branding to Artifact
- ASSIGN:** 20-25 *typographic branding* studies (combination computer and pencils)

WEDNESDAY

- CRITIQUE:** Tight pencil brand poster
- CRITIQUE:** 20-25 *typographic branding* studies
- ASSIGN:** Revisions to *typographic branding* studies
- ASSIGN:** Computer implementation of brand poster

WEEK 9: SPRING BREAK

WEEK 10: M 21

MONDAY

- CRITIQUE:** Revisions to *typographic branding* studies
- ASSIGN:** 5 *typographic branding* studies refinement (5-6 inches)
- CRITIQUE:** Computer implementation of *brand poster* revise as necessary

WEDNESDAY

- CRITIQUE:** Computer implementation of *brand poster*, revise as necessary
- CRITIQUE:** 5 *logotype/lettermark* rough pencil revisions (5-6 inches) select the best direction
- ASSIGN:** Final *type branding* (8-10 inches) with applied color

WEEK 11: M 28

MONDAY

- CRITIQUE:** Computer implementation of *brand poster*, revise as necessary
- ASSIGN:** Revisions to final *type branding* (8-10 inches) with color

WEDNESDAY

- CRITIQUE:** Computer implementation of *brand poster*, revise as necessary
- CRITIQUE:** Final *type branding* (8-10 inches) with color
- ASSIGN:** Computer implementation *logotype/lettermark*

WEEK 12: A 4

MONDAY

- CRITIQUE:** Computer implementation *logotype/lettermark*
- ASSIGN:** Apply *type branding* on appropriate mockups
- ASSIGN:** Final computer generated *type branding* mounted on 10 x 15 inch black board / color

WEDNESDAY

- CRITIQUE:** *Type branding* on appropriate mockups in progress / add / revise
- DUE:** Final computer generated *type branding* mounted on 10 x 15 inch black board / color and b&w



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the schedule // let's follow it... //

WEEK 13: A 11

MONDAY

CRITIQUE: *Type branding* on appropriate mockups in progress / add / revise

ASSIGN: Single brand board with *type branding* mockups arranged in a grid / design

WEDNESDAY

CRITIQUE: *Type branding* on appropriate mockups in progress / add / revise

CRITIQUE: Single brand board with *type branding* mockups arranged in a grid/design in progress

WEEK 14: A 18

MONDAY

CRITIQUE: *Type branding* on appropriate mockups in progress / add / revise for next class & *brand poster* in progress / *type branding* brand board in progress

WEDNESDAY

CRITIQUE: *Type branding* on appropriate mockups in progress / add / revise for next class &

brand poster in progress / *type branding* brand board in progress

WEEK 15: A 25

MONDAY

CRITIQUE: *Brand poster*, plotter color & *type branding* brand board in progress

ASSIGN: Revisions to *brand Poster*, plotter color

ASSIGN: Revisions to *type branding* brand board, plotter color

WEDNESDAY

CRITIQUE: *Brand poster* revisions & *type branding* brand board, plotter color

ASSIGN: Final revisions

WEEK 16: M 2

MONDAY

DUE: *Brand poster* & *type branding* brand board monted to black foam core

WEDNESDAY

Final class lecture

WEEK 17: M 9 FINALS

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resources // getting help... //

TECHNICAL ASSISTANCE

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues. UNT Help Desk
www.unt.edu/helpdesk/index.htm

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability: 8am–9pm

Telephone Availability:

- ❖ Sunday: noon–midnight
- ❖ Monday–Thursday: 8am–midnight
- ❖ Friday: 8am–5pm
- ❖ Saturday: 11am–3m

Laptop Checkout: 8am–7pm

STUDENT SUPPORT

SERVICES

- ❖ Registrar (<https://registrar.unt.edu/registration>)
- ❖ Financial Aid (<https://financialaid.unt.edu/>)
- ❖ Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- ❖ Career Center (<https://studentaffairs.unt.edu/career-center>)
- ❖ Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- ❖ Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- ❖ Student Affairs Care Team (<https://studentaffairs.unt.edu/care>)
- ❖ Student Health and Wellness Center (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- ❖ Pride Alliance (<https://edo.unt.edu/pridealliance>)

ACADEMIC SUPPORT

SERVICES

- ❖ Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- ❖ Academic Success Center (<https://success.unt.edu/asc>)
- ❖ unt Libraries (<https://library.unt.edu/>)
- ❖ Writing Lab (<http://writingcenter.unt.edu/>)
- ❖ MathLab (<https://math.unt.edu/mathlab>)