

SYLLABUS

Intermediate Graphic Design
GRD 3200 Section 010
CRN 13427 Spring 2015

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COURSE DESCRIPTION

Prerequisites: GRD3000 with grade of C or higher. Continued development of conceptual and traditional/ digital media skills including art direction, image-making, and specialized problem areas. Lab Fee: \$20.00.

OBJECTIVES

1. To relate design and communication concepts across a series of projects.
2. To conduct research through interviews, on-site visits, and other tactics.
3. To practice effective management of scheduling and the creative process.
4. To articulate and evaluate design decisions.

RESOURCES

Syllabus, project sheets, assignments, etc. will be posted at System3200.blogspot.com

There is no textbook, but you will be expected to read materials distributed via the class blog. You are also expected to use Lynda.com to develop skills in Adobe Creative Suite.

Completed assignments will be uploaded to Brightspace.

MATERIALS

Two thumb drives WITH YOUR NAME ON THEM

Blank CDs for permanent backups

Epson (or similar) inkjet paper for CMC printing

Sketchbook or binder for process work

*8 1/2" x11" paper such as Hammermill smooth

Pad or roll of tracing paper such as Bienfang

Black markers in various thicknesses

Pencils

Vinyl eraser

Colored pencils or markers

Camera or access to camera via the Digital Aquarium

Small sticky notes for positioning printouts

3M Spra-mount, Studiotac, or 3M transfer tape

Xacto knife and lots of #11 blades

Cork-backed metal ruler for trimming

Self-healing cutting mat (the larger the better)

Mat board for mounting final artwork

Portfolio or folder for finished artwork

WEIGHT

Client Logo 20%

Stationery System 10%

Promotional Mailer 10%

Print Advertisements 15%

Specialty Item 15%

Written Rationales 10%

Daily behavior, critiques and discussions 10%

Process book/sketchbook 10%

EVALUATION CRITERIA

A: Work exceeded requirements of the assignment as a result of thorough exploration; used medium in novel and skillful manner; solution presented novel response to core challenges of the assignment. Consistently high level of engagement with class activities, including formal and informal critiques; field trips; posting to class web site.

B: Work fulfilled stated requirements; used media and principles of design effectively; drew from research and preparation. Student contributed to class activities.

C: Work addressed requirements of the assignment but showed only perfunctory exploration. Competent work or work that may be above average in some respects but not fully resolved. Class activities inconsistent or perfunctory.

D: The assignment was completed and turned in, but showed weak understanding of design principles and use of the medium. Student not fully engaged in class activities.

F: Work was never completed; showed misunderstanding of the basic assignment; or disregard for medium. Student rarely engaged in class activities.

GRADING

98 – 100% A+

93 – 97 A

90 – 92 A-

87 – 89 B+

83 – 86 B

80 – 82 B-

77 – 79 C+

70 – 76 C

60 – 69 D

below 60 F

ATTENDANCE AND PARTICIPATION

Attendance at all classes is mandatory. No more than three absences are allowed in the semester. If you are more than 10 minutes late you must inform the teacher after class.

Your grade will be reduced by one full letter grade for each absence after the third. You may be asked to drop the class if you have more than two consecutive absences. There are no “excused” absences. If you have a serious family emergency or prolonged illness, it may be necessary for you to repeat the class or receive an incomplete in the class.

You are expected to be on time for the beginning of class and after coffee breaks. Three tardies will be counted as one absence. It is not my job to inform you that you are late to a class. If, for some reason, you must leave early, this will affect your attendance. You are responsible for any material missed due to lateness or absence. You are expected to return to class with any materials required during your absence and any work currently due.

You are required to attend all field trips.

You are expected to show up and contribute to each entire class. Additionally, substantial time should be allocated for work and research outside of class. All students are expected to submit work by deadlines noted in the schedule. Students may, with permission, submit work before a deadline if some conflict makes it impossible to be present on due dates.

Late work is not acceptable without permission of instructor and will receive a lower grade. Mere attendance does not constitute participation. You will receive credit for participation, which involves showing up alert and prepared for the class, working on current assignments for this class, and paying attention and contributing constructive remarks during discussions.

ACADEMIC HONESTY

Plagiarism will not be tolerated and will be reported to the university. Students may be required to drop the course with a grade of “F” and can be grounds for suspension or dismissal from the university. If you are not sure if something is plagiarism, please discuss it with me. More detailed information regarding academic honesty is in the GSU General Catalog.

The course syllabus provides a general plan for the course; deviations may be necessary.

Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation.

Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

Disruptive Behavior: Students should consult the General Catalog for the university’s policy on disruptive behavior. Disrespect towards the professor or towards other students will not be tolerated.

Security: Punch code locks make buildings safer. Treat labs and studios as secure spaces: Always have your GSU ID card with you when on campus and never allow anyone to use your card. Report suspicious people or activity to faculty, or to campus police at 404-413-2100. Never allow someone else to enter a security-code door with you. Make them enter the code themselves. Failure to follow security procedures can result in lower grades or expulsion from the class.

SCHEDULE

Jan 12	Overview
Jan 14	Begin LOGOS
Jan 19	HOLIDAY
Jan 21	By 3:30, Pin up 50 sketches, word list
Jan 26	By 3:30, upload <u>rationale</u> + profiles of 3 businesses
Jan 28	Crit and turn in logo
Feb 02	Begin STATIONERY SYSTEM
Feb 04	workday
Feb 09	By 3:30, pin up printouts
Feb 11	By 3:30, upload <u>rationale</u> , pin up layouts for boards
Feb 16	Crit and turn in stationery
Feb 18	Begin MAILER , discuss 5 event ideas
Feb 23	By 3:30, pin up 3 completely different sketches
Feb 25	By 3:30, upload <u>rationale</u>
Mar 02	Build 3D comps - bring supplies
Mar 04	Workday
Mar 09	Crit and turn in mailer
Mar 11	Begin ADVERTISING
Mar 16	Spring Break
Mar 18	Spring Break
Mar 23	By 3:30, turn in <u>rationale</u> , pin up 25 sketches
Mar 25	By 3:30, peer critique
Mar 30	By 3:30, pin up printouts
Apr 01	Workday
Apr 06	Crit and turn in ads
Apr 08	Begin SPECIALTY ITEM
Apr 13	By 3:30, turn in <u>rationale</u>
Apr 15	By 3:30, pin up sketches
Apr 20	By 3:30, peer critique
Apr 22	Crit specialty item; process book
Apr 27	Photograph items
Apr 29	Turn in Specialty Item and any reworked projects by 5pm

LOGO DESIGN

Re-brand an existing small and independently owned business, such as a gift importer, a fish and tackle shop, a pet groomer, a photography studio, or an electronics repair shop. You will begin by designing their logo, which will become the core element in a cohesive identity system.

Choose three businesses and write an explanation for each as to why are they worthy of your redesign. Research each business thoroughly to determine what they need to communicate to their potential customers. Speak with business owners and customers. Photograph the business, their signage, and products (with permission). Learn as much as you can about what makes the business unique and separates them from competition. Investigate competitors. The business name must stay exactly the same, but should be improved with new graphics and tag-line. Do not misrepresent the businesses, plagiarize, or in any way endanger the reputation of the business.

Develop an extensive word list of terms relevant to each business. Once you choose a single business, reduce their word list to five keywords to form the backbone of the redesign. Collect inspirational imagery including typefaces, drawings, photos, colors, layouts, grids, textures, and compositions relevant to your project.

Create ≥50 thumbnail sketches IN PENCIL which explore the client's name and associated forms and concepts. Explore type-only logos; image-only logos; and type and image logos.

Refine your strongest logos in AI, first in black and white – no grays! Explore color versions based on CMYK, and develop color palettes that work with this version of your logo. Do many variations, staying focused on the business, its clientele, and its core message. Present both the black and white and color versions of your logo at two sizes, on an 12" x 18" board, with CMYK colors identified.

CRITERIA FOR GRADING:

- Suitability for your business: not just explicit denotation but also connotations should be suitable. Distinctiveness of your solution.
- Legibility, clarity, communicativeness of logo as symbol in both color and b/w.
- Aesthetics: balance of positive and negative space; unity of form; contrast.
- Craft of image and board: includes thoughtfully composing board with CMYK swatches

STATIONERY SYSTEM DESIGN

Develop a stationery system for your business, expanding the visual vocabulary of your identity while applying your logo in a coherent manner. Write a rationale explaining how the stationery aligns with the business and communication goals of your company, reflecting the level of formality, the budget, and how they would be likely to use printed materials.

It is important that the pieces work as a coherent system, with colors, motifs, sizes and arrangements of elements, etc. consistent from piece to piece.

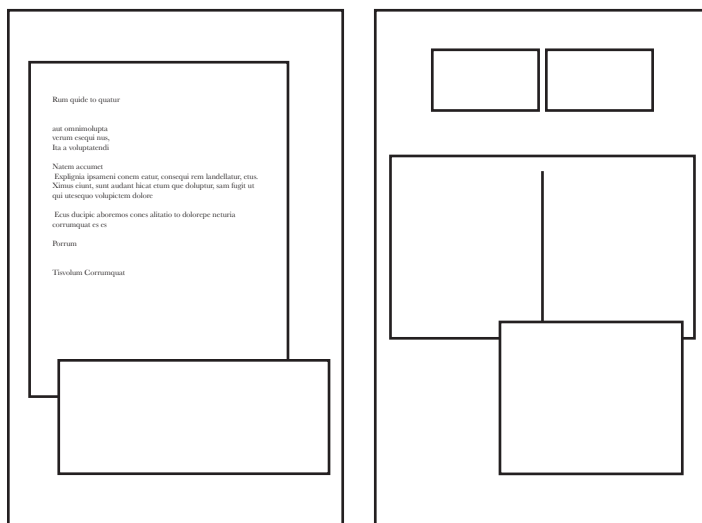
The stationery system includes:

- Business card (front and back) with logo and business name; person name; title; email; phone; address; and website.
- Letterhead and envelope. The letterhead should include the logo and business name; person name; title; email; phone; address; and website. The envelope should include the logo and business name; address.
- Note card or thank you card and envelope. Envelope should include logo and business name, address.

Envelopes must be standard sizes, with content following USPS standards. Letterhead should be presented with a dummy letter.

Print out and construct items to mount directly onto 12" x 18" boards OR arrange materials in a 12"x 18" digital document and print out.

- Business card front and back.
- Letterhead with sample letter and #10 envelope.
- Thank you card or note card and corresponding envelope.



Example of arrangement for stationery system on two boards.

STATIONERY: CRITERIA FOR GRADING

- All items and content are complete.
- Suitability for business, including budget considerations.
- Legible and coherent system
- Aesthetics, including consideration of papers, envelope configuration, etc.
- Craft of comps and board

EVENT MAILER

Develop a self-mailing marketing piece promoting a special event for your client. The event may be a grand opening, a sale, an appearance at a trade show, a special guest appearance, a trunk show, etc. The event may be open to the public or by invitation only. Write a rationale explaining how the mailer furthers the business and communication goals of your company.

Extend the look and feel established in the stationery.

Choose appropriate text and image to get audience to participate.

Include a map, if appropriate.

Include your logo and contact information.

The mailer must follow USPS guidelines for letters:

- No smaller than 5" long and 3 1/2" wide
- No larger than 11 1/2" long and 6 1/8" wide
- Corners must be square or no rounder than 1/8" radius.
- One panel is blank/ designed for postal standards
- The mailer must have at least one fold, a way to seal it shut, and a mailing panel with return address and mailing address.

MAILER CRITERIA FOR ASSESSMENT:

- The event is in keeping with the business's intended presence; the event presents the company in a positive light; is realistic and appropriate
- Mailer is memorable and distinctive.
- The mailer and envelope communicate all relevant details about the event both explicitly and by connotation.
- Aesthetics, including memorable and distinctive image.
- Board and comp are well crafted.

ADVERTISEMENT SERIES

Develop three ads to promote your business:

- An 8" x 10" or full-page ad.
- A 780 x 90 pixel website banner ad (10" x 1 1/4", vertical or horizontal)
- A 350 x 350 pixel website ad (4 3/4" x 4 3/4")

First, consider what messages are most important to send to the target market. Benefits may be communicated in both the explicit messages and the connotations of your ads. Benefits might include convenience; saving money; novelty; reliability; making clothes cleaner; being part of the in crowd; being eco-friendly. Ads for prescription drugs, discount programs, or for new kinds of electronic devices might need to include a detailed descriptions of benefits. A very familiar product such as Coca Cola may merely need to remind audiences that it exists.

Second, consider what response you want from your audience. Some ads just help readers remember the business name or think positively about them, while some ads urge readers to visit their website, and others promote a specific purchase behavior.

Make a list of possible headlines, then sketch 25 or more thumbnails. Write a rationale explaining how the ads further the business and communication goals of your company.

Consider implicit signals in how your message is conveyed. For instance, the colors and fonts used in a hair salon's ad might imply that it is fashion-forward, casual and family-friendly, or luxurious. The wording of the text might imply whether a business is trendy, friendly, businesslike, etc.

Note that many ads are not literal in terms of showing the products or services offered. As advertisers say, "Sell the sizzle, not the steak!"

Align the series with the stationery and mailer to build a coherent identity.

Create your ads to be a series, each building on its resemblance to the others, yet providing variety. Each ad should include:

- Headline and subheads if appropriate
- Body text
- Imagery
- Logo and contact information

AD ASSESSMENT CRITERIA

- Messages are memorable, distinctive, and advances business goals of the company.
- Ads contain key information about the company and are easy to read.
- Ads work as a series conceptually and stylistically. Ads are appropriate for their unique dimensions.
- Aesthetics: Images are attractive and communicate clearly. Ads are visually distinctive and appropriate stylistically.
- Layouts and boards are well crafted.

SPECIALTY ITEM

Develop a specialty item to promote your client and their products/services. Possibilities include:

- Website prototype (landing page and secondary pages)
- Collateral items (tags, labels, menus, table tents)
- Signage
- Product packaging
- Custom swag (for example a thumb drive in the shape of the company's logo to be given out at a trade show)
- Catalog or calendar
- Corporate gift sent to major client

The item should fulfill a specific goal. Your final presentation of this item should suggest its context: signage could be placed in a photograph of the company's building, tags could be photographed attached to the relevant item, packaging could indicate what it contains or where it will appear.

Your item should extend the look and feel of the company's identity. Try to anticipate practicalities including expenses to produce, store, and distribute your item. Write a rationale explaining how the item advances the business and communication goals of your company.

CRITERIA FOR ASSESSMENT:

- Item is appropriate for business, for their budget, and for their audience.
- Beyond its basic function, the item communicates something of strategic importance about the company.
- Item extends the company's identity and is attractive.
- Item is well thought through, and relevant details are worked out.
- Comp and board are well crafted