INTERMEDIATE GRAPHIC DESIGN
GRD 3200 SECTION 005
CRN 14037 SPRING 2013
SYLLABUS

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OFFICE HOURS T, TH 10 - 11 AM

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 develop design and communication concepts across a series of related 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.

Student professionalism and ethical behavior by all is expected in the classroom/lab environment.

RESOURCES

Syllabus, project sheets, assignments, etc. will be posted at

Design3200.blogspot.com

There is no textbook, but you may 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 Desire2Learn (D2L).

MATERIALS

Two thumb drives WITH YOUR NAME ON THEM

Blank CDs for permanent backups

Epson inkjet paper for CMC printing

Sketchbook or binder for process work

Ream of 8 ½" x11" smooth 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

GRADING

Client Logo 20%

Stationery System 10%

Promotional Mailer 10%

Print Advertisements 10%

Specialty Item 10%

Assignments & exercises 10%

Critiques, presentations, & discussions 10%

Written creative briefs/design statements 10%

Process book/sketchbook 10%

EVALUATION CRITERIA

A (90-100) 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 (80-89) Work fulfilled stated requirements; used media and principles of design effectively; drew from research and preparation. Student contributed to class activities.

C (70-79) 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 (60-69) 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 (59 and below) Work was never completed; showed misunderstanding of the basic assignment; or disregard for medium. Student rarely engaged in class activities.

ATTENDANCE AND PARTICIPATION

It is necessary for you to sign in at each class to be counted as present. If you are more than 10 minutes late you must inform the teacher after class.

Attendance at all classes is mandatory. No more than three absences are allowed in the semester.

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 will be no make-up exams or tests – you will receive a score of "0" for each missed test. 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, the time you leave must be noted on the sign-in sheet and 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 for the class, paying attention and contributing constructive remarks.

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: GSU has installed punch code locks to 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.

PROJECT 1: LOGO DESIGN

Jan 15	Overview
Jan 17	Begin logos
Jan 22	
Jan 24	
Jan 29	
Jan 31	Crit and turn in logo
Feb 05	Begin stationery system
Feb 07	
Feb 12	
Feb 14	
Feb 19	Crit and turn in stationery
Feb 21	Begin mailer
Feb 26	
Feb 28	
Mar 05	Turn in rationale
Mar 07	
Mar 12	Crit and turn in mailer
Mar 14	Begin advertising
Mar 19	Spring Break
Mar 21	Spring Break
Mar 26	
Mar 28	
Apr 02	
Apr 04	
Apr 09	Crit and turn in ads
Apr 11	Begin specialty item
Apr 16	
Apr 18	
Apr 23	
Apr 25	Crit and turn in specialty item; process book, revised rationale
Apr 30	All reworked projects due by 5pm

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 tagline. 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 ≈ 11" x 17" board, with CMYK colors identified.

Jan 17	Turn in profiles of 3 businesses
Jan 22	Turn in 50 pencil sketches
Jan 24	Turn in creative brief, word list
Jan 29	Work on digital version in class
Jan 31	Crit and turn in logo

EVENT MAILER

Develop a stationery system for your business, expanding the visual vocabulary of your identity while applying your logo in a coherent manner. The stationery must be in line 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.

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 must be presented both as shell and with a dummy letter.

You may print and construct pieces to photograph or to mount directly onto ≈ 11" x 17" boards OR you may arrange materials in a 2D file and mount the printout of that to turn in.

° Business card front and back.

° Letterhead with sample letter and #10 envelope.

° Thank you card or note card and corresponding envelope.

° If you have revised your logo, bring in an unmounted printout of it.

Feb 05	Begin stationery system
Feb 07	
Feb 12	Peer reviews of printouts; lay out boards
Feb 14	
Feb 19	Crit and turn in stationery

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. Creating the mailer is a chance to address the communication goals stated in your rationale.

The mailer must follow USPS guidelines for letters:

No smaller than 5" long and 3 ½" wide

No larger than 11 ½" 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.

Appropriate text and image to get audience to participate.

A map, if appropriate.

Logo and contact information

Feb 21	Begin mailer; brainstorm 12+ event ideas
Feb 26	
Feb 28	Image gathering; conferences
Mar 05	Practice comping; turn in rationale
Mar 07	
Mar 12	Crit and turn in mailer
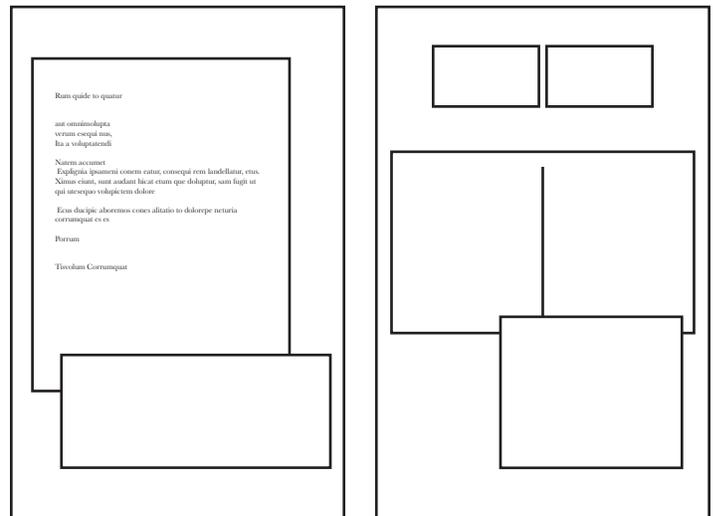
Develop three ads to promote your business:

° An 8" x 10" or full-page ad.

° A 780 x 90 pixel website banner ad (10" x 1 ¼", vertical or horizontal).

° A 350 x 350 pixel website ad (4 ¾" x 4 ¾").

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. An ad for a prescription drug, a discount program, or for a new kind of electronic device might need to include a detailed description of benefits. A very familiar product such as Coca Cola may merely need to remind audiences that it exists.

Second, consider what the audience should do. 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.

Write down or sketch with pencil 25 or more concepts by Tuesday March 26.

Once you have determined the explicit and implicit messages you want to communicate, think about how these can be conveyed. For instance, the style of a hair salon's ad might imply that it is fashion-forward, casual and family-friendly, or luxurious. A skating rink might emphasize either athleticism or entertainment via the stylistic qualities of the ad. The wording of the text might imply whether the 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!"

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

Mar 14	Begin advertising
Mar 19	Spring Break
Mar 21	Spring Break
Mar 26	Peer critique
Mar 28	Roughs of all ads
Apr 02	
Apr 04	
Apr 09	Crit and turn in ads

SPECIALTY ITEM

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

° Website prototype (landing page and secondary pages)

° Collateral items (tags, labels, menus, table tents, signage)

° Signage

° Custom 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

° Other thing that promotes the business.

The item should fulfill a specific goal. Your final presentation of this item should suggest its context – signage could be imaged to appear on a photo of the building, tags should be photographed attached to an appropriate item, image of packaging should give an idea of what it contains or where it will appear.

Apr 11	Begin specialty item; bring example item to class
Apr 16	
Apr 18	Photograph in class
Apr 23	
Apr 25	Crit and turn in specialty item along with other final materials.