

Syllabus

Meeting Times

Tu 930am-1215pm CVPA-258

Th 1230pm-315pm CVPA-353

Instructor

Ziddi Msangi

Office 310A

508.999.9291

zmsangi@umassd.edu

Office Hours

M/W 830am-9am CVPA-310A

M/W 3pm-330pm CVPA-310A

Tu/Th 1130am-1230p CVPA-310A

Required Materials

Sketchbook & pencil/pen

Data storage device

Dropbox or Google Drive

Digital Camera

Money for printouts &

HP MagCloud Book budget 4x

Card stock or bristol board for
packaging mock-up.

Final Exam Meeting

Tuesday, May 9th

9am-11am

Course Overview

From the catalog: the development of a visual strategy and concept for a given problem through research, analysis and visual interpretation. Problem solving skills are emphasized to interpret concepts through word and image relationships, understand complex grid structures and advanced composition by designing a book. The importance of writing, research, and self-generated imagery is stressed.

In this class, you will take skills you started to hone in earlier classes (GD1 = icons, packaging; GD2 = color; GD3 = analyzing information, systems; Type 1 = letterforms; Type 2 = grids and hierarchy; Type 3 = systems, web design) and pull it all together in a semester-long project that asks you to research, write, document, create.

Throughout the semester we'll also address the issue of communication design (who is your audience, what is your message?), process, and the visual representation of an idea across multiple elements in the system.

Learning Outcomes

Solve visual, conceptual and technical problems through independently and collaboratively generated analysis, evaluation, and refinement. The given problem we'll be working with this semester is a branding system.

- Defining a product;
- Exploring ideas for branding
- Developing a logo
- Refining and presenting a branding system
- Applying the branding system to packaging, a site specific display (mock-up), and a web site
- Designing a Brand book for your product/brand
- Documenting your process in a Process Book

The course work for this class is intensive. You are preparing for advanced study in your field. Be prepared to work hard. To read, think, write, sketch, discuss, and revise.

A detailed schedule will be handed out with each component of the branding project.

As we start the semester, I expect we will use the semester in the following way:

Weeks 01 – 03: Developing the branding system

Weeks 04 – 12: Applying the branding system, documenting the process and brand

Weeks 13 – 15: Design Intervention: User Expert Workshop

Syllabus

Meeting Times

Tu 930am-1215pm CVPA-258

Th 1230pm-315pm CVPA-353

Instructor

Ziddi Msangi

Office 310A

508.999.9291

zmsangi@umassd.edu

Office Hours

M/W 830am-9am CVPA-310A

M/W 3pm-330pm CVPA-310A

Tu/Th 1130am-1230p CVPA-310A

Required Materials

Sketchbook & pencil/pen

Data storage device

Dropbox or Google Drive

Digital Camera

Money for printouts &

HP MagCloud Book budget 4x

Card stock or bristol board for packaging mock-up.

Final Exam Meeting

Tuesday, May 9th

9am-11am

Responsibilities

Attend class meetings. Submit completed assignments by the given deadlines. If I don't see a project in process it will not be graded. It is your responsibility to bring the materials that you need to class so that you can work on assignments during studio or lab time. Participation in class discussions and critiques are essential.

Process Book

At the end of the project, students will create a process book as a record of their work and study. The process book should contain: goals and objectives of the project, your notes pertaining to the assignment, the most important sketches and turning points made during the creative process and the outcome of critiques. Samples will be shown in class.

Critiques and Deadlines

It is critical to honor the due dates. Grades will be lowered for late submittal on all accounts. For example, if the designated time is specified due for a critique in the beginning of the class, the work must be presented at the beginning of the critique or it will be classified late. Rigorous studio work during the full class is essential and required. Complete documentation of the process leading up to the end result, from in and out of class, is to be presented.

It is in your best interest to have your work done on time and in the format requested (printed, in color, trimmed and on the wall does not mean on your laptop). All work is due at the beginning of class. No assignment will be accepted after the due date and time specified. Extra credit work is not an option. If a deadline is missed you will receive a zero for that assignment.

Grading Criteria

All project grades are based on process, presentation, attention to detail, identifying and communicating an idea through written and visual elements, and the ability to discuss and critique your projects as well as your colleagues'. Your semester grade will be based on the grades you receive on assigned projects. Assignments will be evaluated in three areas:

1. **Product:** Appropriateness of the solution as a response to the problem context. Inventiveness of the solution as a response to the problem. Understanding of the user and audience for the problem. Use of type, image, color, layout and composition; Self generated imagery; Craftsmanship.
2. **Process:** Ability to convert research to idea generation. Concept development and reflection. Ability to interpret and implement suggestions. Visual concept reflects the meaning of the theme. Iterative evolution of the design during project development. Completing Exercises and Process work. Organization and documentation of process book.
3. **Professionalism:** Attendance: inclusive of having work ready to critique during studio presentations. Work prepared for review according to criteria set in syllabus. Participation in critiques, demonstrating curiosity, honesty and respect. Oral presentation skills. Written presentation skills. Deadlines: both weekly & final.

Syllabus

Meeting Times

Tu 930am-1215pm CVPA-258

Th 1230pm-315pm CVPA-353

Instructor

Ziddi Msangi

Office 310A

508.999.9291

zmsangi@umassd.edu

Office Hours

M/W 830am-9am CVPA-310A

M/W 3pm-330pm CVPA-310A

Tu/Th 1130am-1230p CVPA-310A

Required Materials

Sketchbook & pencil/pen

Data storage device

Dropbox or Google Drive

Digital Camera

Money for printouts &

HP MagCloud Book budget 4x

Card stock or bristol board for
packaging mock-up.

Final Exam Meeting

Tuesday, May 9th

9am-11am

Incomplete Grades

The incomplete policy for this course is that at least 70% of the course must be already completed and an exceptional circumstance (i.e. medical issue) must exist. If you feel you require an incomplete for an exceptional reason, YOU NEED TO EMAIL ME and state your reasons for the incomplete in writing. Incomplete grades may be given at the instructor's discretion and at the student's request, made no more than 48 hours after the final examination or last class. The student must be passing at the time of the request or must be sufficiently close to passing for the instructor to believe that upon completion of the work the student will pass the course. If the work is not completed within a year, the grade will become a *F(I)*.

Note: a minimum C grade is required by majors to advance to graphic design five.

- | | |
|-------------------------|---|
| A Outstanding | The quality is performed to an outstanding high standard, showcasing almost all of criteria requirements in the three areas of evaluation: product, process and professionalism. |
| B Very Good | The quality is performed to a high standard. The student has reached many of the criteria requirements in the three areas of evaluation, but has some gaps. |
| C Good | The quality is clearly demonstrated without being exceptional in any way. Students reached some of the criteria requirements in the three areas of evaluation, with several gaps. |
| D Satisfactory | The quality is demonstrated to a minimally acceptable level. There are many serious gaps, but these are not serious enough to fail the student based on this quality. |
| F Unsatisfactory | The quality is absent or performed to a very low level, or performance is seriously flawed. This is a failing mark. |

Attendance Policy

Attendance will be taken at the beginning of each class period. You may incur a total of THREE absences during the 15 week session without affecting your final grade. This includes excused absences. If you miss a class, keep up. You have a detailed schedule for each project. If you lose your schedule, visit the blog and print out another one. Process work turned in by the start of the next class will receive 1/2 credit.

Academic Integrity

I will follow the university policy on academic Integrity, including plagiarism. The policy appears in both the undergraduate catalog and student handbook.

<http://www.umassd.edu/studentaffairs/studenthandbookintroduction/academicregulationsandprocedures/>

Disability Statement

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please meet with the instructor at the beginning of the semester and provide the appropriate paperwork from the Center for Access and Success, which is located in Liberal Arts, Room 016; ph: 508.999.8711.