Graphic Design 4
Spring 2016 Syllabus

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.

If you look carefully at the catalog, you'll see we've swapped the content of Graphic Design 3 and Graphic Design 4 this year, as we explore ways to provide a richer educational experience. As designers, we are "testing" an idea before making a permanent change. We will follow much of the description above. The given problem we'll be working with this semester is a branding system.

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.

The course work for this class includes the following:
· 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 1–4: Developing the branding system
Weeks 5–Exam: Applying the branding system, documenting the process and brand

Final Exam (Final Project Due): Tuesday, May 10, 11:30 – 2:30 (in lab)

We have a blog! http://branding.blogs.umassd.edu

Here you will find articles, activities, examples, copies of most handouts (some are copyrighted and cannot be posted), and other resources.

Learning Outcomes
Solve visual, conceptual and technical problems through independently- and collaboratively-generated analysis, evaluation, and refinement.

Office Hours
Tuesdays and Thursdays 8:30–9:30
Fridays 10:30–12:30

My office is 349A. Stop by. My door is open. To make an appointment, use the sign up sheet in the hall outside my door.

You can *always* send me email at LFranz@umassd.edu. I check my email every weekday. Although I often check email on weekends, *do not depend on it!*

Regarding attendance... this class is conducted in a studio format, meaning you work on projects in class. There will be critiques, lectures on design-related topics, demos, and in class "design thinking" exercises. It is *imperative* you attend class, arrive on time, stay for the entire class, and meet the deadlines. Process and participation (e.g., being in class, prepared, and actively engaged in the day's activity) is worth 20% of your grade.

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 recieve 1/2 credit.

Please attend all critiques... even if you are not prepared to show your own work. You will learn by discussing the work of others!

All project grades are based on process, presentation, attention to detail, identifying and communicating an idea through written and visual elements, and ability to discuss and critique your projects as well as your colleagues'. Grading sheets will be handed out so you know what will be evaluated in the assignment. If there is something on the grading sheet you don't understand, it is your responsibility to ask about it!

A = Excellent // Skill is performed to very high standard of proficiency for this level of the program. Very few problems in a range evaluated items, often no problems.

B = Very Good // Achieved a high level of proficiency for skill. Multiple problems in a section of evaluated items (e.g., typographic details, color, images) and/or one or two problems in multiple (but not most) sections. Work clearly exceeds "competency."

C = Good/Competent // Skill is demonstrated without being exceptional. Multiple problems in more than one section of evaluated items, and/or one or two problems in most sections. Students could be thought of as competent in respect to this skill.

D = Poor/Unacceptable // Skill is demonstrated to a poor or unacceptable level. Multiple problems in majority of sections of evaluated items.

F = Fail // Skill is absent or performed to a very low level. Multiple problems in almost all or in all sections of evaluated items.

Final grades are the total of all project grades*.*
Developing a Product and Branding System 20%
Applying Branding System 30% (packaging 15%; web site 15%)
Brand Book 15%
Process Book 15%
Process & Participation (Weekly Critiques and Exercises) 20%

Process deadlines and weekly exercises, if not met, will merit a 0 grade. 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). *I will drop the two lowest process/exercise grades* (because we all have bad weeks now and then). Unless stated, all work is due at the beginning of class. Process work turned in by the start of the next class will recieve 1/2 credit.

Supplies List
Sketchbook/Notebook and a pencil/pen
A mac storage device (to back up your work, don't rely only on the server!)
Money on your UMass Pass for printouts (plus ruler and xacto for trimming)
A server space (you'll use the same space you used last semester)
A digital camera for taking pictures (researching brands, site-specific areas)
Card stock or bristol board for packaging mock-up.

Incompletes
Incompletes may be given only in exceptional circumstances, 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).

Academic Integrity
All UMass Dartmouth students are expected to maintain high standards of academic integrity and scholarly practice. The University does not tolerate academic dishonesty of any variety, whether as a result of a failure to understand required academic and scholarly procedure or as an act of intentional dishonesty.

A student found responsible of academic dishonesty is subject to severe disciplinary action which may include dismissal from the University. See www.umassd.edu/studenthandbook/academicregs/ethicalstandards.cfm for the full policy.

Academic Support Services
Are available, including services for students with learning and physical disabilities. Contact the Center for Access and Success in LAR016.