

ARTS 4361.002

Graphic Design Studio III

spring2016

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office hrs: TR 3:30-5:30 pm BH 224b or by apt

meeting time: TR 12:30-3:20 pm • BH 234

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

No late work is accepted

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Class Participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

Attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Cell Phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking

Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Grade Appeal Process

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.

Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on two-dimensional and three-dimensional design as it applies to advertising, branding and communications.

Course Objectives & Purpose

- To learn to define client's needs
- To execute a successful multi-media Community Contribution campaign for regional Mattress Firm franchises.
- To learn basic principles of advertising
- To create a complete advertising campaign for a product

Course Pre-Requisites

Must have experience in Adobe Creative Suite software

Required Texts

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design, Marty Neumeier
Free slideshare will be provided.

Suggested Texts

Advertising Campaign Strategy: A Guide to marketing communication plans. 3rd ed., Donald Parente
Designing Brand Identities, Alina Wheeler. Available on issuu
http://issuu.com/kristiutz/docs/design_brand_identity_third_edition/44

Required Materials

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (Free)

Grading Opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.

Projects

There will be 2 major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Additionally, you will be graded on 1 paper, 2 assignments and 1 quiz.

Class Work Time

We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.

Graded Activity

Major Project One: Mattress Firm “Community Giving” Community Contribution Awareness Advertising Campaign

Teams of 2-8 Students

Functioning as a mock agency, each group will be responsible for different aspects of the multi-media campaign’s strategy and execution. The final effort will bring awareness to the community about Mattress Firm’s social consciousness through local contributions and involvement. All final research, recommendations and deliverables will be compiled into a formal presentation for the client.

Deliverables include:

- Execution plan
- Communication / PR Plan
- Rough concepts for client selection
- Library of final art for various media
- PPT campaign presentation to client

35% of final grade :: Up to 35 points can be earned on this project.

Students will each be graded on the following:

Final Execution:10 pts
Design/Research:15 pts
Individual Evaluation:15 pts

Major Project Two: Advertising Campaign

Individual

In developing a mini advertising campaign from scratch, students will design creative works (e.g., preparing storyboard for TV commercials, writing scripts, and layout for print ads and social media), to achieve advertising goals identified from their primary product research.

- Logo – original design or evolved design of existing logo
- 2 Print Ads
- 1 :30 Television spot script and storyboard
- 1 FB Page layout with graphics, 2 sample posts, 3 sample memes
- 1 Collateral Piece –*or*–
- 1 Digital Piece (digital ad, website layout, mobile ad, animated)

35% of final grade :: Up to 35 points can be earned on this project.

Students will each be graded on the following:

Process: 10 pts
Technical Work:10 pts
Overall Design:10 pts
Presentation: 5 pts

Other graded work will include

- Assignment: Community Oriented Campaign Example 1-page Essay (5 pts)
- Reading Quiz: *The Brand Gap*, Marty Neumeier (5 pts)
- Assignment: Portfolio Booster: “Label Re-Design” (5 pts)
- Assignment: Portfolio Booster: “Ad Overhaul” (5 pts)
- Class participation: (10 points)

Class Schedule

This schedule is tentative and may change at any time. Always check the current class blog at <https://tamuccdesign.wordpress.com/> for any schedule revisions or updates.

January 21 **WEEK 1** Introduction, Syllabus, Course Overview.

- Lecture :: Course Overview
- Lecture :: Advertising Basics | Community Oriented Awareness & Corporate Responsibility Campaigns
- Assignment :: Research example of community oriented campaigns, write quick 1 pg. reflection paper
- Assignment :: Portfolio Booster “Ad Overhaul” DUE Week 4

January 26/28 **WEEK 2**

- **DUE** :: Community oriented advertising campaign paper & class discussion
- Lecture :: Functioning as a mock agency
- Assignment :: Major Project 1: Mattress Firm “Community Giving” ad campaign
- Break out into departments/teams • delegate individual roles, responsibilities
- Discuss:: *The Brand Gap* slideshare by Marty Neumeier 1-36 QUIZ Week 10
- Guest :: Our Client, Christopher Dunn of Mattress Firm, *Major Project 1 kick-off*
- Lecture: Effective Copywriting.

February 2/4 **WEEK 3**

- Guest Lecturer :: Advertising Professional “Local Multi-Media Community Awareness Campaign.”
- Lecture :: Defining client needs, Watch:: Chinese Laundry Rebrand case study
- Discuss:: *The Brand Gap* slideshare by Marty Neumeier slideshare. 37-147 QUIZ Week 10
- Team work session :: set goals, collect information, research, work on rough concepts
- Mattress Firm rough campaign concepts and check-point, next week
- Guest Lecturer :: Social Media Manager “Social Media for promotion & advertising”

February 9/11 **WEEK 4**

- **DUE** :: Portfolio Booster “Ad Overhaul”
- Team work session :: work on Mattress firm rough concepts, “department” presentations to class
- **DUE** :: Mattress Firm rough concepts for client selection
- Guest :: Our Client, Christopher Dunn of Mattress Firm, *Review rough concepts for feedback*

February 16/18 **WEEK 5**

- Lecture :: Successful Rebranding Case Studies
- Team work session :: work on Mattress Firm final deliverables, due for class check point next week

February 23/25 **WEEK 6**

- Mattress Firm tweaks on final art and deliverables

March 1/3 **WEEK 7**

- Mattress Firm tweaks on final art and deliverables
- Combine all final deliverables into PPT presentation for client
- Practice presentation to client

March 8/10 **WEEK 8**

- Combine all final deliverables into PPT presentation for client
- Practice presentation to client
- **DUE** :: Mattress Firm presentation and all final art to client

March 22/24 WEEK 9

- Assignment :: Portfolio Booster “Label Rebrand” DUE Week 14
- Assignment :: Major Project 2: *Mini Advertising Campaign* - Pick a Product/Service
- Discussion :: Marketing Research & Creative Strategy
- Handout :: Marketing Research & Creative Strategy Worksheet

March 29/31 WEEK 10

- QUIZ :: *The Brand Gap*, Marty Neumeier
- Work days :: *Mini Advertising Campaign*

April 5/7 WEEK 11

- Check-point *Mini Advertising Campaign* class discussion
- Work days :: *Mini Advertising Campaign*

April 12/13 WEEK 12

- Lecture :: Ad Campaign Fails
- Lecture :: Preparing your final presentations
- Work days :: *Mini Advertising Campaign*

April 19/21 WEEK 13

- Work days :: *Mini Advertising Campaign*
- Guest Lecturer :: Media Buyer “Media Strategy & Working with Designers”
- Check-point *Mini Advertising Campaign* presentation to class

April 26/28 WEEK 14

- **DUE** :: Portfolio Booster “Label Redesign”
- Work days :: *Mini Advertising Campaign*
- Tweak/prepare final presentations
- Prepare ad campaign multi page PDF for grading

May 5 • 11:00 a.m. – 1:30 p.m WEEK 15

- **DUE** :: Present final *Mini Advertising Campaign* to class and professional panel
- Ad campaign due in digital PDF booklet format for grading