

PLNU Art + Design / Art 333: Graphic Design III / 3 units / Fall 2015

Monday/Wednesday 1:30 p.m.- 3:50 p.m. / Ryan Learning Center Computer, Mac Lab / Courtney Mayer /
Office Phone: 619.849.7328 / Email: courtneymayer@pointloma.edu / Office: Salomon Theatre, Room 101 /
Office hours: M, T 10-noon or by appointment / Prerequisites: ART 103, ART 115, ART 203, ART 303

Final critique: 12/14/15, 1:30–4 p.m.

PLNU MISSION: TO TEACH. TO SHAPE. TO SEND.

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Art 333 Graphic Design III, Production and Practice

This course investigates the strategies for designing a brand identity program across media. Students will use a comprehensive design process including research, analysis, development, and organization to create a large-scale brand identity program for the Olympics. Students will choose from the summer 2024 or winter 2026 applicant cities. The course culminates in an oral presentation of design outcomes and conclusions in the form of an standards manual. All aspects of design, content, image creation, production, and best practices are addressed in a semester long project.

COURSE LEARNING OUTCOMES

- > Practice the **process of design**:
 1. Identify and define the design problem
 2. Gather, analyze and synthesize information
 3. Determine performance criteria for measuring success
 4. Develop content and context
 5. Generate alternative solutions and build prototypes
 6. Evaluate and select appropriate solutions
 7. Implement choices
 8. Evaluate outcomes
- > Learn brand basics, best practices and brand strategy
- > Use knowledge of history, theory, visual principles and formal structures to practice advanced-level design skills using type, image and message across media
- > Demonstrate Christian values and virtues to collaborate productively with your peers
- > Develop project evaluation criteria using business strategy when writing a creative brief and brand platform
- > Understand how visual systems behave and aspects that contribute to sustainable products, strategies and practices
- > Understand and respond to varying audience need and design context such as: cognitive, social, cultural, technological and economic
- > Constructively critique and evaluate your work and the work of other designers both orally and in writing
- > Develop and apply technical skills through the use of design tools and technology
- > Learn to be flexible, nimble and dynamic in practice using organizational skills and meeting deadlines
- > Complete a **comprehensive brand identity program** across media

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COURSE CONTENT

- > **Required reading:** *Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition*, Alina Wheeler.
- > **Suggested reading:** *TBD*
- > **Lectures, discussions, critiques**
- > **Studio projects**

COURSE MATERIALS

- > Mac computer, flash drive
- > Access to Adobe Creative Suite 6: Illustrator, Photoshop and InDesign
- > Access to a wide variety of mixed-media and art supplies appropriate for your projects
- > Digital camera of your choice
- > 3M Spraymount
- > X-Acto knife
- > Tracing paper
- > Dual-grid graph notebook 11" x 9"
- > Computer lab printouts of various sizes
- > Process book: 3-ring binder of your choice. (www.russellandhazel.com/content/signature-three-ring-binder)

Master Schedule

See Canvas for a more detailed calendar.

- Weeks 1-5 Phase I: **Creative brief, research, logotype, pictograms, kit of parts** | **Sept. 1-Sept. 30**
- Weeks 6-12 Phase II: **Implementing the logo** | **Oct. 5-Nov. 11**
- Weeks 13-16 Phase III: **Standards manual** | **Nov. 16-Dec. 14**
- Week 16 Phase IV: **Oral Presentation** | **Dec. 14**

Assessment and Grading

Assessment and grading is based on the criteria below.

Olympic Brand Identity Program

1. **Conceptual ideas**
2. **Design and layout** using formal design principles and theory
3. **Technical execution / craft**
4. **Professionalism:** demonstrated care towards your work and each other, attention, attendance, participation, punctuality, timeliness, work ethic

GRADE PROJECTS AND GRADE WEIGHTS

Creative Brief	100 possible points
Brand Platform	100 possible points
Phase I: Logotype	100 possible points
Phase I: Pictograms	100 possible points
Phase I: Kit of parts	100 possible points
Phase II: Implementing the logo	100 possible points
Phase III: Standards manual	100 possible points
Phase IV: Oral Presentation	100 possible points
Process Book (ideation, research, development)	100 possible points
Professionalism	100 possible points

A	93-100%	Given to the student who consistently presents work of exceptional quality and who demonstrates a thorough understanding of all concepts presented. This student seeks out additional information independently, is always on time, never misses class, and always participates actively during critique and class discussions.
A-	92-90%	

B+	87-89%	Given to the student who presents work of overall good quality which demonstrates a consistent understanding of all concepts. This student is always on time, rarely misses class and usually participates actively during critiques.
B	83-86%	
B-	80-82%	

C+	77-79%	Given to the student who presents work with average quality , demonstrates the minimum amount of research needed to complete projects. This student has an inconsistent understanding of the concepts being presented, is usually on time, has occasionally missed class and occasionally participates during critiques.
C	73-76%	
C-	70-72%	

D+	67-69%	Given to the student who presents work of poor quality , where projects are incomplete or missing. This student does not understand the majority of concepts being presented, is rarely on time, misses class frequently, and rarely participates during critiques.
D	63-66%	
D-	60-62%	

F	0-59%	Failing
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PLNU Policies

ATTENDANCE

Consistent attendance is critical to your success. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send me an email prior to our class meeting. Due to the intensity of the course daily attendance is essential. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of the de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade W or WF consistent with university policy in the grading section of the catalog. See Academic Policies in the undergraduate student catalog.

LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due. If you need special consideration please submit a written request. I reserve the right to modify the schedule as necessary.

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See Academic Policies for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergraduate student catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. No requests for early examinations or alternative days will be approved.

USE OF TECHNOLOGY

I encourage all personal media devices for "learning." Please be respectful and professional by abstaining from media use during class time if it is unrelated to the course. Food is not permitted in the Mac Lab.

COPYRIGHT POLICY

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