

ART 344 — Graphic Design III

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RESOURCES: www.jiong.com/resources

COURSE DESCRIPTION	Design principles as applied to regional and national corporate and retail environments. Covers the interactions between business people and designers and the realities of planning, marketing, and strategic positioning of both company and product, and includes instruction in computer-graphics software programs in a Macintosh-based computer laboratory. Two hours lecture and six hours laboratory. Materials fee required (5 units).												
PRE-REQUISITES	ART 343 or consent of instructor.												
REQUIRED TEXTS / MATERIALS	<p>The following books are required for this class:</p> <ol style="list-style-type: none">1. "Starting Your Career as a Freelance Illustrator or Graphic Designer" (ISBN: 1581151993)2. "Designing Brand Identity: A Complete Guide to Creating, Building..." (ISBN: 0471746843) <p>Also, each student need to have a journal/sketchbook to record your research, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You will be asked to turn in your journal for review from time to time. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.</p>												
MEETING TIME / LOCATION	T, R, 6:00 – 9:50 pm / VA 232												
OFFICE HOURS	T, R, 10:00 am – 12:30 pm												
COURSE OBJECTIVES	<p>This course will concentrate on brand development from individual to corporate and overseeing their consistent application from basic logo to complex design platform, such as stationery, advertising and website. By the end of this class you should be able to:</p> <ol style="list-style-type: none">1. conduct research for identity planning.2. give design a well-defined purpose through the process of brand development.3. understand the impact of successful branding on culture and economy.4. develop a complete branding system with logo, stationery, and etc.												
COURSE PROCEDURES	<p>The course consists of following sessions.</p> <ol style="list-style-type: none">1. Case Study / Discussion. All students will be in attendance. Your weekly branding case study will be due on this day. Class discussion and lecture will be based on the case study. This will count as the research points.2. Critiques. All students will be in attendance, on time with the required assignment completed. There will be three kinds of critiques: class critique, group critique, and one-on-one critique. You have the right to remain silent during the critique but If you do so throughout the course, your participation points will be zero.3. Workshop. All students will be in attendance. Each day attendance will be taken. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.												
GRADING	<p>No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:</p> <ol style="list-style-type: none">1. Project points2. Project preparation points3. In-class participation points4. Research points												
PERCENTAGES	<table><tr><td>100 – 94 = A</td><td>86 – 83 = B</td><td>76 – 73 = C</td><td>66 – 63 = D</td></tr><tr><td>93 – 90 = A-</td><td>82 – 80 = B-</td><td>72 – 70 = C-</td><td>62 – 60 = D-</td></tr><tr><td>89 – 87 = B+</td><td>79 – 77 = C+</td><td>69 – 67 = D+</td><td>59 – 0 = F</td></tr></table>	100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D	93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F
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PROJECT STEPS

Step 1. RESEARCH / DESIGN BRIEF DEVELOPMENT. Determine your target audience and define the nature of your company and product. Determine who your competitors are and conduct research on their brand. Ask what makes your brand unique. Based on your research, you will then develop a design brief to summarize the design scheme for your brand. A design brief should cover the following topics:

1. Nature of your company and product.
2. Target audience or customer.
3. Competitor analysis and what sets you apart from them.
4. Usage of fonts, colors, design elements and the reason behind it.

Step 2. COMP / LOOK & FEEL. Comp refer to a comprehensive layout of your proposed design for the project. The look & feel of a graphical user interface comprises aspects of its design, including elements such as colors, shapes, layout, and typefaces (the "look"), as well as the behavior of dynamic elements such as buttons, boxes, and menus (the "feel").

Step 3. REFINEMENT. Making necessary changes and modifications to your design based on critique and feedback.

Step 4. PRODUCTION. With your refined comp / look & feel approved, You can now start to produce the final work.

Step 5. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 6. FINISH. Final and complete project.

PROJECTS

1. BRAND 1	30 points	2. BRAND 2	30 points
Design brief	*1 point	Design brief	*1 point
Logo comp	*1 point	Logo comp	*1 point
Logo refinement	*1 point	Logo refinement	*1 point
Stationery comp	*1 point	Stationery comp	*1 point
Stationery refinement	*1 point	Stationery refinement	*1 point
Ad comp	*1 point	Ad comp	*1 point
Ad refinement	*1 point	Ad refinement	*1 point
		Class Participation	10 points
		Research Points	16 points
		*Preparation Points	14 points
		Total	100 points

PROJECT I: INDIVIDUAL BRAND

In this project you will develop your own personal identity. Starting with the development of a design brief, which covers the usage of fonts, colors, and design elements, target audience, and etc, you will then apply it to the design of following subproject:

1. Your personal logo or identity.
2. A complete set of stationery design including business card, letterhead and envelop.
3. A promotional design for yourself such as a magazine Ad.

PROJECT II: CORPORATE BRAND

Corporate brand promotes company's name. In this project you will develop a brand for a company (fictional or real). Starting with the development of a design brief, which covers the usage of fonts, colors, design elements, target audience, and etc, you will then apply it to the design of following subproject:

1. A company's logo.
2. A complete set of stationery design including business card, letterhead and envelop.
3. A promotional design. This could be a brochure, a billboard or an advertising poster.

BRANDING CASE STUDY

Every Tuesday you will present to the class a report with visual examples on a brand. Your branding case study will be focused on following topics:

1. Target audience or customer.
2. Logo design in relation to its target.
3. Color and font usage in relation to its target.
4. Application from logo to complex design platform (stationery, advertising, etc.).

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Brand development appropriate for its target audience.
2. Design consistency.
3. Appropriate selection of fonts and color schemes.

4. Composition.
5. Visual hierarchy.
6. Typography.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on computer skills.

ATTENDANCE Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

ADA STATEMENT Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

IMPORTANT You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.

CLASS SCHEDULE	Tuesday	Thursday
	Apr. 1 Introduction	Apr. 3 Brand 1 design brief
	Apr. 8 Branding case study Brand 1 logo comp	Apr. 10 Brand 1 logo refinement
	Apr. 15 Branding case study Brand 1 logo finish	Apr. 17 Brand 1 stationery comp
	Apr. 22 Branding case study Brand 1 stationery refinement	Apr. 24 Brand 1 stationery finish
	Apr. 29 Branding case study Brand 1 Ad comp	May. 1 Brand 1 Ad refinement
	May. 6 Branding case study Brand 1 finish	May. 8 Brand 2 design brief
	May. 13 Branding case study Brand 2 logo comp	May. 15 Brand 2 logo refinement
	May. 20 Branding case study Brand 2 logo finish	May. 22 Brand 2 stationery comp
	May. 27 Branding case study Brand 2 stationery refinement	May. 29 Brand 2 stationery finish
	Jun. 3 Brand 2 Ad comp	Jun. 5 Brand 2 Ad refinement
	Jun. 10 Brand 2 finish	Jun. 12 Grade due