

Art 3208

Autumn Quarter 2010
M/W 11:00am – 1:20pm

Programs/Case Studies

Instructor: Karen Gutowsky
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Office Hours: M/W 1:20pm-2pm or by appointment
Website: <http://myhome.spu.edu/kgz/3208>

Schedule

Monday	Wednesday
9/27 > Discuss: "Program Graphics" > Review: Course Objectives, Goals and Project > Assign: Audience Board	9/29 > Discuss: Design Briefs and Visual Audit Boards > Due: Audience Board > Assign: Design Brief and Visual Audit Boards
10/4 > Discuss: Naming Conventions > Due: Design Brief and Visual Audit Boards > Assign: Naming Board	10/6 > Discuss: Identity Systems > Due: Naming Board > Assign: Conference Identity Logo
10/11 > Discuss: Logo Refinement/Typography/Color > Due: 20 Thumbnail Sketches for Conference Logo > Assign: Conference Identity Logo <i>(continued)</i>	10/13 — No Classes > All SPU: Day of Common Learning
10/18 > Discuss: Critique > Due: Refined Sketches of Conference Logo/Type/Color > Assign: Conference Identity Logo <i>(continued)</i>	10/20 > Discuss: Brand Guideline and Developing Brand Assets > Due: Final Conference Logo > Assign: Brand Guideline Booklet
10/25 > Discuss: Graphic Case Studies > Due: Sketches of Brand Assets and Booklet > Assign: Brand Guideline Booklet <i>(continued)</i>	10/27 > Discuss: Posters/Critique > Due: Refined Sketches of Brand Assets and Booklet > Assign: Poster
11/1 > Discuss: Conference Promotional Material > Due: Brand Guideline Booklet > Due: 5 Front Poster Hand Sketches <i>Using Brand Assets</i>	11/3 > Discuss: Conference Promotional Material > Due: 5 Front & Back Poster Sketches Using Brand Assets > Assign: Poster <i>(continued)</i>
11/8 > Discuss: Critique > Due: Refined Poster Sketches > Assign: In Class Work Session	11/10 > Discuss: Small Booklets/Printing-Paper > Due: Final Poster > Assign: Conference Program
11/15 > Discuss: Small Booklets/Printing-Paper <i>(continued)</i> > Due: Sketches of Program-Cover and Interior Pages > Assign: In Class Work Session	11/17 > Discuss: Critique > Due: Sketches of Program-Cover and Interior Pages > Assign: In Class Work Session
11/22 > Discuss: Critique > Due: Sketches of Program-Cover and Interior Pages > Assign: In Class Work Session	11/24 > Discuss: Bus Board/Unconventional Marketing > Due: Final Program > Assign: Bus Board/Unconventional Marketing
11/29 > Discuss: Critique > Due: Sketches of Bus Board/Unconventional Marketing > Assign: In Class Work Session	12/1 > Discuss: Critique > Due: Sketches of Bus Board/Unconventional Marketing > Review: Final Presentation Requirements
Monday, 12/6 – 10:30 am - 12:30 pm (NOTE TIME) > Final Presentation Verbal and Visual of Course Material > Receipt of Online Course Evaluation	