

Art 3208

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

Programs/Case Studies

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

Course Description

Design development and application related to a series of communication devices supporting a program of graphic artifacts for a conference or event. Students will learn the necessary steps to plan, implement and produce materials that communicate a concise message flexible in different media. This exercise can be transferred to understanding broader design concepts such as corporate branding. Throughout the course students will be challenged to develop critical discourse as it relates to appropriate design aesthetics for various brand experiences.

Course Objective

The students will develop skill sets appropriate to developing a graphic program with cohesive messaging. Included in the discussion will be reflections on audience, creative briefs, themes, organization principles, gathering of material, visual audits, graphic standards, supporting graphic assets and implementation into various media.

- > Students will develop a cohesive design program.
- > Explore multiple methods of visualizing ideas.
- > Develop research and presentation tools.
- > Explore conceptual story telling through graphic visualizations.
- > Push design and typographic boundaries without sacrificing practical considerations.
- > Consider design in terms of audience, message and context.
- > Recognize the importance of design as a strategic branding and marketing tool.
- > Acquire an understanding of how to physically produce this material beyond the conceptual stage.

Course Evaluation

This course will be evaluated through: attendance/character development (10%); participation in lectures, critiques, course readings and discussions (10%); and graphic development of communication material for event conference. (80%).

Attendance/Character Development (10%)

Regular attendance is expected and required. Punctuality is a must. If you are tardy three times, it will count as one absence. Three unexcused absences will result in an automatic "F." Only extreme circumstances such as severe illness or the death of a loved one will be considered for excused absences. It is the responsibility of the student to communicate with the professor prior to class if they know they are going to be absent.

It is the responsibility of the student to meet with another class member to review missed information, assignments, or expectations for the next class session. Late assignments will not be given full credit.

What do I mean by character development? Increasingly students are becoming more casual with communication and professional protocols as it relates to the academic environment. Therefore, this quarter one of my goals is to work on developing leadership skills, so each student will start with 100 pts (you are perfect right now), but as we move through the quarter points will be deducted for the following reasons: texting in class; using the computer for personal reasons in class; cell phone use in class; not emailing me IN ADVANCE if you are more than 5 minutes late or miss class; not getting information about a missed class or assignment *from* a student colleague or course website; handing in late assignments or not handing them in at all. ***So please stay professional and keep your points!***

Submitting receipt of final course evaluation during finals week or presented at the final.

Participation in Lectures, Critiques, Course Readings and Discussions (15%)

I have decided to put a high percentage to this category because I feel YOUR contribution to the course is essential. So how will I evaluate you? Are you listening, engaged or simply sleeping during the lecture; is your work posted for critique and are you actively engaged in the

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Course Evaluation

(continued)

discussion; have you read the material assigned and are you willing to talk about it (even if you don't like it, I can tell when you have not read it); and your participation with critical feedback to the case studies we look at in class? Again you will start with 100 pts so KEEP them!

Conference Communication Graphics (75%)

Students will be asked to develop graphic communication for a conference. This will include the following elements—Design Research (audience profile, design brief, visual audit, event name); Graphic Development (identity and graphic standards booklet); and Implementation (promotional poster, event program, bus board or unconventional marketing concept).

Course Overview

Develop a Program of Communication Graphics for an Environmental Conference

Mission of the Conference: At this environmental conference, social and scientific innovators focus on solutions inspired by nature and human ingenuity. Persons and businesses committed to building a new green economy. Conference will highlight initiatives in clean technology, product design, mobility, social innovation, water and resource conservation, food systems, community development and more. Conference confronts this challenge and brings together the brightest innovators leading the growth of the new green economy. Opportunity to forge new strategic partnerships and explore the latest in sustainable strategies and best practices to lead organizations to success. Conference will have the inside view on the hottest topics, trends and technologies at the premier green event focused on creating new opportunities through sustainability practices.

**Note student should keep in mind that the direction for the conference is intentionally broad—within the primary topic there are opportunities for unique and unexpected naming and design conventions.*

Project Deliverables

Design Research:

- > **Audience Profile**—Students will develop a audience profile board which includes persona and a clear understanding of the types of persons attending this conference.
- > **Design Brief**—Students will develop a design brief that includes conference objective, mission, competition, challenges, goals, audience goals, and messaging goals.
- > **Naming Board**—Create a naming board that includes rationale, examples and final naming decision.
- > **Visual Audit Board**—Develop a visual board that shows direction, thoughts, sketches, fonts, colors, shapes (this board acts as an aid for visual discernment).

Graphic Development:

- > **Conference Logo and Brand Assets**—Develop logo to be used in all conference promotional material; create visual assets (such as illustration, shapes and color fields) that support all communication branding.
- > **Graphic Standards Booklet (also referred to as “Brand Guideline”**—To include brand characteristics, proper logo usage, applications of brand assets, typography, color palette, grids and suggested layouts (ie letterhead, business card, collateral material, registration forms, name tags, advertising, web page).

Graphic Implementation:

- > **Conference Poster**—Develop large format promotional poster to be distributed to targeted audience.

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Project Deliverables (continued)

- > **Conference Program** —Produce conference program to include cover; page spreads with schedule, keynote speakers, biographies; and back cover.
- > **Bus Board or Unconventional Marketing Concept** (*photographed in context*).

For this course, students will need to be able to work in Adobe Creative Suite CS4. Success in this class depends on the students' ability to create professional, polished design presentations. Therefore final presentation must be executed at the highest quality standards possible. Students are encouraged to share resources and production techniques with their classmates.

Artwork

Students are encouraged to experiment with photography, illustration, pattern/textures and other techniques to create original artwork for their project.

If students use images appropriated from existing sources, the images must be cropped, altered or stylized to create a new aesthetic. Please note that low-resolution images found on Google, Flickr, etc., are unacceptable for the large-format work in this class. All work must be originated no less than 300 dpi at 12" x 18" bleed.

Use of stock photography is prohibited unless approved by the instructor. Students who wish to use stock photography must be willing to purchase a sufficiently high-resolution version of the image. With approval from the instructor, publicity stills or bio images may be used for the conference program guide.

Plagiarism

Using or copying the work of others will not be tolerated. Your work may be influenced by the examples you see, but it must become uniquely your own.

Students with Disabilities

Students with disabilities need to contact Disability Support Services <<http://www.spu.edu/depts/cfl/dss/index.asp>> to request academic accommodations. Disabled Students Services sends Disability Verification Letters out to all your professors indicating the appropriate accommodations for the classroom based on your needs.

Disability Support Services
The Center for Learning
Lower Moyer Hall
Phone: (206) 281-2475 TTY: (206) 281-2224
Fax: (206) 286-7348
Hours: 8:00 a.m. - 6:00 p.m. , Monday thru Thursday. 8:00 a.m. - 5:00 p.m., Friday
Email: disabilityservices@spu.edu

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Project Grading

Points values for the course project will be based on:

- > Conceptual and Problem Solving Skills
- > Exploration of Project Possibilities
- > Originality and Inventiveness
- > Craftsmanship
- > Visual Appropriateness
- > Presentation and Timeliness

Online Course Evaluation

Final grade will be dispensed to the student once notification (via email or print out receipt) to the professor that the online course evaluation has been completed by the individual student.

Course Grading

96-100	90-95	
A	A-	
87-89	84-86	80-83
B+	B	B-
77-79	74-76	70-73
C+	C	C-
67-69	64-66	60-63
D+	D	D-
59 & below		
E		

Consistent with definitions in the SPU catalog, grades are determined on the following basis:

"A" Consistently near the top of the class in scores, organization, and quality of work. Has reasonable grasp of the big picture and able to interrelate and grasp implications as translated through their projects. Excellent organization. Assignments are clear, well organized neat and thorough. Consistently on time, doesn't miss class, and participates regularly. Thus: "excellent attainment."

"B" Solid knowledge, comprehension, and execution. Good organization. Consistent follow-through on assignments with good quality (neatness, conceptual comprehension, organization). Reasonably good scores, indicating a grasp of most major concepts. Some deficits may remain, but usually of noncritical nature. Participates readily in class. Consistently on-time, doesn't skip class. Thus: "highly satisfactory attainment."

"C" Have been largely consistent to turn in assigned materials and to participate in class, but have shown some lapses in comprehension and execution, illustrated by low scores, yet has demonstrated a basic ability and comprehension of the core knowledge and skills. Functional organization. Late for class, or skipped too many classes altogether. Thus: "satisfactory attainment."

"D" Turned in enough assignments and did enough on assignments to show some understanding of the concepts, yet exhibiting serious deficits in important concepts. Demonstrated a lack of ability to solve basic problems and integrate the course material (poor scores and demonstrated understanding). Minimal organization. Late for class, or didn't bother coming on too many occasions. Thus: "insufficient attainment with credit."

"E" Serious deficits in turning in assignments or attending regularly. Generally, you have to work at it to earn this grade. If you don't do the work, "Insufficient attainment with no-credit allowed," will be the result.

It is the responsibility of the student to meet with another class member to review missed information, assignments, and expectations for the next class session. Find a reliable study partner to share this responsibility with.

Late Assignments: Late assignments will not be given full credit. Work that is late will be graded down at the discretion of the professor. Approximately 10% of the total score will be deducted for every day that the project is late.