
GRAPHIC DESIGN

ART 446, Fall 2017, 3 credits
M/W 12–2:50
Gatewood 132
UNCG—School of Art

pre-requisite:
ART 341

Rachele Riley
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Course Description

ART 446 An advanced investigation into graphic design; typography, branding, visual communication, and information architecture. Opportunity to apply and extend design strategies and concepts through print, and, potentially, interaction and motion.

Student Learning Outcomes

- 1 develop and refine identities for businesses or institutions
- 2 specify a comprehensive design system that unifies a variety of print projects
- 3 create and present in-process work throughout the design development cycle
- 4 design and employ a variety of grid-based layouts for the delivery of text and images
- 5 collaborate in teams to produce complex print materials
- 6 critically analyze own work, as well as examples from the larger media culture, with a particular focus on how formal organization drives viewer response to content

Course Requirements

- ♦ complete all assignments and submit them on time.
- ♦ read assigned materials.
- ♦ actively participate in all classroom discussions and critiques.
- ♦ attend class and arrive on time.
- ♦ stay for the duration of class and be prepared to work by bringing your materials to class.
- ♦ plan to spend a minimum of 6 hours each week working outside of class.

Teaching Methods and Assignments

This course has been structured to mimic both the specific activities and brisk pace of a professional design firm. As such, students will be expected to start and complete individual projects within 2-3 week deadlines. To unify this frenetic activity, each student will be developing a visual identity for a single “client” throughout the semester. This “client” will be derived from your own understanding and interpretation of an important local issue.

While we will review finals of each project during the semester, we will be placing special emphasis on the formal review of preliminary designs (variously called roughs, mock-ups, comps or layouts in the field.) I will insist that your work at this stage be complete and presented professionally (cleaned up, trimmed, mounted, where appropriate.) This course does not emphasize new software applications, as most of the work can be completed with traditional media or in Illustrator and Photoshop and InDesign. As prospective professionals in digital media arts, you need to become comfortable at teaching yourselves new software. Although I will demonstrate more advanced application features, and am always willing to answer questions, you should make use of all available resources (online tutorials are often quite helpful, and we have workstations set up as Lynda.com kiosks in the lab) to aid in your understanding of the technical aspects of the course. Don't forget the application's own Help system as well.

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Both in-process and at the completion of each assignment, all student works will be presented and critiqued. Here, students are encouraged to develop their analytical and verbal skills, as the class discusses the successful and unsuccessful elements within each work. The focus is strongly on constructive criticism, using the group's combined resources to suggest ways that the work might better fulfill the creator's intent.

Evaluation and Grading

Each project grade is based on one or more of the following factors:

- how well does the completed assignment address the prompt or illustrate the design principle?
- did you thoroughly explore a number of different solutions before deciding on this as the best one? (many assignments will require a specific number of sketches or alternate approaches.)
- does the project fit and extend the visual identity, and explore new design possibilities?
- do the execution and presentation of roughs and finals meet professional standards?

Assignment 1	<i>Research: Info and Mood</i>	(5%)
Assignment 2	<i>Identity:</i>	
	Logo Design	(10%)
	System book/Style guide	(10%)
Assignment 3	<i>Required Applications:</i>	
	Stationery	(15%)
	Brochure	(15%)
	<i>Optional Applications (2)</i>	(30%)
	Poster Series	
	Digital App	
	Video Promo	
Assignment 4	<i>Switch + Extend Application</i>	(15%)

On days when roughs and finals are due, we will discuss each student's design in a class critique. This is an opportunity for students to get feedback from peers about how well a design works. Critiques are like exams, if you miss them without an approved excuse (see Attendance below) the grade for your assignment will be dropped by one full letter grade. This is true even if the project is in class, as we won't critique it without the designer present. For each additional class period a project is late, a further letter grade deduction will apply (e.g. due on Thursday, turned in following Thursday, a B project receives a D.) There is no discrete grade given for classroom participation in discussions and critiques (although critique attendance is mandatory.) Rather, the goal of critiques is to hone your ability to talk and think about your own work, to begin to be able to analyze and judge your work as it develops.

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Description of Grades**A –Mastery of course content at the highest level**

Work showing student’s full involvement in assignment through exploration, research and learning. Work that surpasses the requirements of the assignment through the use of inventive thought.

B – Strong performance

Solid work, showing involvement with assignment.

C – A totally acceptable performance

Work that satisfies the requirements of the assignment shows effort but retains unresolved issues.

D – A marginal performance

Lowest Passing Grade/ Work that is poorly executed

F – Unacceptable performance

Failure/ Missing or incomplete work

Materials

Pencils

Black markers, thin and thick.

Tracing paper pad (9” x 12” or 11” x 14”)

Sketchbook

Sketch Pad (9” x 12” or 11” x 14”)

Colored pencils, markers, watercolors or some other way to indicate color.

Mat Board for mounting proposals (you should pick a neutral color (grey or black) and stick to it.)

Spraymount or double-sided tape

Bristol board

X-acto and mat knives (with plenty of new blades)

Steel-edge ruler and T-square

+ *Be prepared to buy additional supplies at any time through the semester.*

Assignments

Students will not be able to complete assignments by working in class only. Each student is required to maintain a working sketchbook. Your sketchbook will be used for drawing outside of class, and more importantly as a device to gather ideas pertaining to assignments.

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Final Presentation

All of the projects must be printed or rendered, mounted or bound for final presentation on the day of our final.

Assignment 1	<i>Research:</i> Info and Mood	PDF presentation, printed in color
Assignment 2	<i>Identity:</i> Logo Design System book/Style guide	All final three. Each in b/w and color versions, mounted In color, bound
Assignment 3	<i>Required Applications:</i> Stationery Brochure <i>Optional Applications (2)</i> Poster Series Digital App Video Promo	In color, trimmed to 8.5 x 11 in and 2 x 3.5 in In color, bound or assembled as appropriate. In color, may be printed at half size. In color, mounted. .Mov file
Assignment 4	<i>Switch + Extend Application</i>	(see chosen application requirements)

Academic Integrity Policy

Students are expected to abide by the UNCG Academic Integrity Policy for this class. (All out of class assignments are to be completed individually by the student unless otherwise directed by the instructor.) I expect all design work for this class to be original to the student. Borrowing designs or images from existing sources is equivalent to plagiarism and will not be tolerated.

Attendance Policy

I take attendance at the start of each class. It helps me remember everyone's name. It also contributes to your grade. You will be permitted two unexcused absences for any reason (including religious holidays), after which your grade will be reduced one step (e.g. B- to C+) for each additional absence. Absences will be considered excused if accompanied by a note from a doctor or health service, or a note on school letterhead from a coach, professor or administrator. Keep in mind that a steady stream of unexcused or excused absences may affect the quality of your work, and so can have a negative impact on your final grade. Finally, three unexcused lates will equal one absence. UNCG seeks to comply fully with the Americans With Disabilities Act (ADA.) Students requesting accommodations based on disability must be registered with the Office of Disability Service located at 208 Elliot University Center. 336-334-5440 v/tty.

Clean-Up and Lab Care

On the days when we are working in class, it is your responsibility to clean up your work area and leave the classroom as you found it. Remember that no food or drink will be allowed near the computer workstations. You will also have to keep your digital desktops neat, which means saving any working files to external drive or a UNCG storage service such as Box @ uncg (<http://its.uncg.edu/box/>) or Google Drive (both of these provide unlimited storage).

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Course Calendar

	<i>MONDAY</i>	<i>WEDNESDAY</i>
1		8/16 Intro/Syllabus. Intro Assignment 1. Set up process for Info/Mood document.
2	8/21 (<i>early dismissal, solar eclipse at 2:42 pm</i>) Assignment 1: Discussion of clients. Prepare info/mood for next class.	8/23 Assignment 1: Info/Mood DUE
3	8/28 Intro Assignment 2a: Logo	8/30 Assignment 2a: Work Day/Review sketches
4	9/4 <i>labor day holiday—no class meeting</i>	9/6 Assignment 2a: Work Day/Review comps
5	9/11 Assignment 2a: Work Day	9/13 Assignment 2a: Logo DUE. Intro Assignment 2b: Style Guide
6	9/18 Assignment 2b: Work Day/ Review	9/20 Assignment 2b: DUE Intro Assignment 3a: Required Applications (Stationery & Brochure)
7	9/25 Assignment 3a: Work Day	9/27 Assignment 3a: Work Day/In-progress Review
8	10/2 Assignment 3a: Work Day	10/4 Assignment 3a: Work Day
9	10/9 Assignment 3a: DUE. Intro Assignment 3b: Optional Applications	10/11 Assignment 3b: Work Day
10	10/16 Assignment 3b: Work Day	10/18 Assignment 3b: Work Day/Review
11	10/23 Assignment 3b: Work Day	10/25 Assignment 3b: Work Day
12	10/30 Assignment 3b: Work Day	11/1 Assignment 3b: DUE. Introduction Assignment 4: Switch and Extend
13	11/6 Assignment 4: Work Day	11/8 Assignment 4: Work Day
14	11/13 Assignment 4: Work Day	11/15 Assignment 4: Work Day/ In-Progress Review
15	11/20 Assignment 4: Work Day	11/22 <i>thanksgiving holiday—no class meeting</i>
16	11/27 Assignment 4: DUE	11/29 Last day—PORTFOLIO REVIEW of all projects

As needed, there will be in class demos in Illustrator/InDesign, AfterEffects, Fontbook, scanning, printing and binding AND short lectures, exercises and reading assignments from time to time throughout the semester. Schedule is subject to slight change. *Thanks to Christopher Cassidy. This syllabus is based on his and uses much of his language.*

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Assignment 1 – Client selection/Info/Mood Document

Part A:

Select a local (within Guilford County) issue of importance to you to serve as your client for the duration of the semester. It's important that you select an issue or topic that is interesting and complex enough to fire your imagination for a full semester. What we want is a solid, real-world problem that will help to ground our efforts with the real concerns and issues of our immediate environment. You may pick an existing organization already working in the area, or you may “invent” one where you imagine a need.

Part B:

Through interviews with people involved with the issue (either experiencing the ramifications of it or working to correct it), as well as other research, compose an Info Document that develops your client's mission, history, audience or market, regional or local environment, competitors and/or peers, personnel and infrastructure. This is a document that should help to provide content for later projects, and will be rolled into your Style Guide as that develops. Assemble quotes or descriptive writing into an InDesign file 8.5 x 11in.

Part C:

A Mood board is a way to quickly explore, and then communicate to the client, the visual feel that you're proposing for their brand. Assemble a set of at least 25 images, from a variety of sources, that convey a consistent visual style that points to the kind of look you're after for your organization's brand. Consider color, value, compositional strategies, art or photography style, font treatments, etc. Avoid literal representations of terms or concepts associated with your client's brand. Rather, be inventive in mining visuals from entirely different fields or genres (films, fine art, etc.) You're creating a mood at this point, not visuals for an ad campaign. Be prepared to discuss, in specific terms, why the atmosphere of the board is appropriate for your client. Assemble all of the images into a single collage in InDesign at 8.5 x 11 in (something like a bulletin board or Pinterest Page.)

These will be both rendered as PDFs and presented onscreen. They will be printed at end of semester and included in final portfolio.