GRC470.1001 Design & Media Studio IV

The syllabus and problem statements will be your guides throughout the semester. Refer to them often. You will be responsible to know and understand this information. The class schedule may be subject to change and will notify in the class and via email for the official announcement. Failures of achievement will be your own responsibility.

Course Objectives:
The goal of this course at the advanced level in the graphic design studio is to aim at practical problem-solving in corporate identity system. Students will explore enhanced graphic design experiments from the knowledge and disciplines they have gained from prior major design studios. Class assignments are composed of identity design systems such as understanding a relationship between symbol and signature, stationery, signage & wayfinding, advertising and package design. Through the diverse activities of assigned learning tasks, students will demonstrate design research & methods, analysis of design matters and incorporating design systems. Students will achieve professional skills including how to help with consumer services and their business growth.

Design Research and Process:
Research and process are a major part of this studio. The final solutions will certainly be important, but will have very little meaning if you haven't completed the necessary supporting information. The following process will be evaluated for each project:
- Research and analysis (Visual and written research through the book and web resources)
- Idea development (Sketches, survey, recommendation, etc.)
- Finished comprehensives

Grading Policy:
Each project will be graded based on the criteria established in each problem statement and problem objective. The final grade will be given a letter grade based on a system of points for each assignment, and projects will be weighed in importance based on the complexity of the concepts and the solutions required.

  Grading criteria:
  1. Design research and following process
  2. Participating group critiques and presentations (Presentation, discussion, involved in a critique)
  3. Diverse experiments (Challenge, various solutions/idea and unlimited methods)
  4. Aesthetic visual form and functional communication
  5. The method of conveying a message.
  6. Meet the final required guidelines.

  Deadlines
  All assignments have due dates assigned. Refer to the schedule for your section. We will adhere to these dates unless something catastrophic occurs. A written doctor's explanation is required if a due date is missed due to illness. Discuss problems with your professor in advance so he can anticipate a problem and act accordingly. **All projects are due at the beginning of the class. Projects turned in after the start of the class will be marked LATE.**

Each assignment including exercises and projects is comprised of certain points. Students are responsible for following each assignment based on given guidelines. For a successful accomplishment of this course, students must be obligated to the academic policy and course syllabus.

Grade:
  *** Final Grade Points: based on the total points divided by the number of given assignments.*
  A = 96-100%, A- = 90-99%, t, B+ = 87-89%,, B = 84-86%,, B-=80-83%,, C+ = 77-79%,, C = 74-76%,, C-=70-73%,, D+ = 67-69%,, D = 64-66%,, D-=60-63%,, F = 0-59%

Grading Point: See the attached rubric guideline
Design process: 30%

Challenge and accomplishment: 20% Innovative and unique concept: 20% Quality of the final outcomes: 30%

Attendance:

Attendance is mandatory. It is required that you attend every class. If a class is missed, the student is responsible for making up missed work. <u>Three or more absences will negatively impact your final grade. Six or more absences will result in failure</u>. Consideration will be extended to legitimate excused absences: illness, family emergency, religious observations, involvement in university-sponsored activities. With any extenuating circumstances, discuss the situation with your professor. We are here to assist you in your pursuit of an education.

** Being late class three (3) times will be counted as one absence.

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: https://www.unlv.edu/studentconduct/student-conduct.

Copyright—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu/, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information: https://www.unlv.edu/provost/teachingandlearning or https://www.unlv.edu/provost/transparency

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library Resources -- For this class, the subject librarian is **found here:** https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at https://www.library.unlv.edu/.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit http://www.unlv.edu/asc or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars

Textbook:

"Logo Design Love: A Guide to Creating Iconic Brand Identities" David Airey, 2009.
Additional recommended books
- Promotion (making a sale with great graphics (Rockport 2000)
- Promotion design that works (Rockport 2000)
- How to design Logos, Symbols and Icons (North Light Books 2000)
- Logos: Making a strong mark (Rockport 2004)
- Big book of corporate identity design (Watson-Guptill 2001)
- Logo design that works (Rockport 2001)

Course Assignment Statement:

This course will provide various disciplines for students to explore intensive experiments in visual communication dealing with multi-tasks such as brand identity, business stationery, advertising, signage, and package design. Each project will address specific guidelines based on design theories and methods in professional manners. Students are responsible to complete reading assignment referred to Brand Identity Manual Book (e.g., LG and GE Manual Guidelines). Through this course, students will reinforce professional skills in the research and design process from practical experiences as a case study.

** Improvements from revision will earn extra points. Students must keep the grading sheets from each critique.

Assignment 1. Design Research & Proposal:

This assignment is to explore business strategy and design management plans. In order to contribute the new concept and idea for design management based on business marketing, it is very important to collect all information from intensive research and analysis of databases. The following guidelines are recommendation to consider all problem-solving but information and knowledge should NOT be limited to bring into group brainstorming.

Assignment 2. Symbol and Signature

This assignment is to develop the proposed identity based on applied design methodologies. In order to comprehend how to develop abstract symbol in enhanced function and visual quality, you need to explore various steps such as symbol, signature, proportional ratios, primary color palettes. You MUST keep a due on time for productive management in order to move on secondary identity development.

Assignment 3. Business Stationery

Stationery provides a value of the official communication in business marketing. It is comprised of various format in printing: letterhead, business card, business folder, envelope, greeting cards, etc. Students will learn design rules and methods in exploring various format and layout with secondary identity. Successful outcomes will show good social etiquette and manner in business marketing.

Assignment 4. Wayfinding & Signage Design

Students will demonstrate environmental design in a 3-D space; inside and outside building signage, and wayfinding system. The goal of this assignment is to develop visual information not only for sustaining corporation image with C.I., but also for unifying visual form and function in consumer's experience.
Students will achieve the goal of this assignment with diverse creativity in enhanced visual research basis.

Assignment 5. Promotion Design

Students will experiment with various promotion designs such as advertising and package design for business purposes. Students will explore design strategies in business marketing, in which consumers are looking for the value of service throughout visual information. Successful promotion provides powerful communication and will bring benefits from other competitive businesses.

Class Schedule:

Additional handouts will provide a detail schedule in each class/project. Schedule may be subject to change and will notify in the class.

Date	Class Activity	Class Due

1/17 (T)	- Assignment 1. Design Research & Proposal (Lecture)	
1/19 (TR)	- Concept development: Decision of the subject matter	- Individual meeting
1/24 (T)	- Assignment 1. Due: Proposal presentation & Critique	- PowerPoint Presentation
1/26 (TR)	- Assignment 2. Symbol & Signature (Lecture)	
1/31 (T)	- Computer sketches (Symbol and Signature)	- Idea sketches (Matrix table)
2/2 (TR)	- Proportional Ratio (Lecture)	
2/7 (T)	- Assignment 2. Due: Final Critique	- Printout on the template
2/9 (TR)	- Assignment 3. Stationery (Lecture)	
2/14 (T)	- Group & Individual critique: Secondary identity for the Stationery	- Idea sketches for the secondary identity
2/16 (TR)	- Group & Individual critique: Typography & Layout Business card, letterhead, Envelope, greeting cards and business folder	- Detail sketches on computer - Prints (B/W)
2/21 (T)	- Group & Individual critique: Business Folder	- Computer sketches and pre-mock-up (B/W)
2/23 (TR)	- Individual critique: Revise all applications based on the guidelines, critique and lecture	
2/28 (T)	- Individual critique: Revise all applications based on the guidelines, critique and lecture	
3/2 (TR)	- No Class : Design Conference	
3/7 (T)	- Assignment 3. Due: Final Critique	- PowerPoint Presentation - Printout Mock-ups
3/9 (TR)	Assignment 4. Wayfinding & Signage (Lecture)	
3/14 (T)	- Group & Individual critique: Outdoor signage examples	- Idea sketches
3/16 (TR)	- Group & Individual critique: Indoor signage examples	- Idea sketches
3/21 (T)	- Group & Individual critique: Computer sketches	- Detail sketches on computer
3/23 (TR)	- Individual Meeting: Visual concept development	- Detail sketches on computer
3/28 (T)	- Assignment 4. Due: Final Critique	- PowerPoint Presentation
3/30 (TR)	- Assignment 5. Promotion (Lecture)	
4/4 (T)	- Group & Individual critique: 2D Print Media	- Idea sketches
4/6 (TR)	- Group & Individual critique: 3D Package	- Idea sketches
4/11 & 13	- No Class : Spring Break	
4/18 (T)	- Group & Individual critique: Multi-Media	- Story Board
4/20(TR)	- Group & Individual critique: Computer sketches	- Detail sketches on computer
4/25(T)	- Assignment 5. Due: Final Critique	- PowerPoint Presentation - Printout Mock-ups - Video Presentation
4/27 (TR)	Study Week (Revise & final mock-up) & Open individual meetings	
5/2 (T)	Study Week (Revise & final mock-up) & Open individual meetings	
5/4 (TR)	Study Week (Revise & final mock-up) & Open individual meetings	

Final Exam Schedule

All requirements must meet on time at GRA 239A, 8AM - 10AM on Thursday, May 11, 2017

All student artwork not claimed and removed within two weeks of the last day of class automatically becomes the property of the Art Department and will be disposed of at their discretion.

Assignment Evaluation

Evaluation Rubric

	Criteria	Excellent (A⁻ ~ A)	Above average (B⁻ ~ B+)	Average (C⁻ ~ C+)	Below Average (D⁻ ~ D+)	Unsatisfactory (F)
Process	Following instructions & Evidence of design process (Homework, class activity, final due)	Followed an excellent process from given guidelines/instructions without missing any due dates/activities.	Followed a decent process from given guidelines/instructions without missing any due dates/activities.	Followed the minimum requirement but missed due dates/activities.	Followed the minimum requirement, but a lack of materials.	*Failed the minimum requirement.* **"F" grade** *is based on overall assessment within evidence of academic learning disciplines. Any failure from each criteria may affect the overall grade per each assignment and final grade.*
	Visual & written research	Showed evidence with excellent visual and written research that influenced the final result efficiently.	Showed enough visual and written research that influenced the final result.	Showed minimum materials that influenced a part of final result.	Showed the minimum materials, but a lack of materials.	
	Idea sketches	Showed excellent quality and quantity in sequential refinement. Procedure from thumbnail sketches to computer sketches is well done.	Showed a decent quantity in sequential refinement, needs to improve efficient quality in visual brainstorming.	Showed minimum requirement but needs to improve both quantity and quality in sequential refinement.	Showed minimum requirement (Quantity).	
	Professionalism	Presented the design process and management with excellent preparation professionally.	Presented the design process and management with a good manner.	Presented the design process with necessary information, but a lack of professionalism.	Delivered only final outcome(s) with necessary information.	
Visual Creativity (Problem Solving)	Critical thinking Process	Demonstrated excellent decision making process, innovative criticism and challenge.	Demonstrated a decent quality to show the evidence of innovative challenge.	Demonstrated decision-making process regularly, but need to improve innovative criticism.	Demonstrated only minimum requirement.	
	Visual concept Development (Proficient visual literacy)	Showed excellent visual concept applied by proficient visual literacy for creative value.	Showed good visual concept satisfied with essential visual literacy.	Showed clear concept, but a lack of efficient visual literacy.	Showed only completed outcome without efficient visual concept.	
	Aesthetic & Function (Clarity & Uniqueness)	Showed excellent visual hierarchy, dynamics, unique design with accurate communication methods.	Showed decent balance between aesthetic and function, visual information is unique as being distinguished with other designs.	Showed either aesthetic or function with communication methods, but a lack of efficient balance between clarity and uniqueness.	Showed only completed outcome and needs further steps for major improvements.	
	Craftsmanship (Visual density)	Executed excellent visual density dealing with necessary detail information of graphic elements in time consuming.	Executed essential details showing evidence of visual density in time consuming.	Executed minimum requirement in completing assignment, but a lack of visual information.	Executed only minimum requirement in completing assignment.	
Finals	PowerPoint (Document Report)	The final document is well organized with excellent materials and quality of presentation.	The final document is well organized with good materials and quality of presentation.	The final document is well organized with the minimum requirement.	The final document is organized with the minimum requirement, but a lack of quality and quantity.	
	Critique Participation	Demonstrated excellent activities & manner during the final critique.	Showed interactive activities during the final critique.	Participated in the final critique in a passive way.	Participated only partially	
	Submission Requirements	Submitted on time before the final critique date/time.	Final submission is 1 day late. *(One letter grade down: A to A⁻)*	Final submission is 2~3 day late. *(Two letter grade down)*	Final submission is one week late. *(Three letter grade down)*	