

Spring 2008

Instructor : Jill Carrico

ART 37 / 24 : 16193 [day]

Room : H214 / M : 10:00 - 12:40pm

H217 / W : 10:00 - 11:50pm

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Office Hours : By Appointment

Handouts : <http://portal.bristol.mass.edu> **or** <http://www.jillcarrico.com>



■ Course Description

This course is a continuation of ART 27. It further develops the design process through projects that explore graphic/textural relationships using the written word and visual imagery. The course focuses primarily on the development of visual language as a means of conveying information through effective methods of design. It implements contemporary and traditional skills and methods. It also covers the investigation of printing, production, and service bureaus.

Prerequisite: ART 27 and ART 38 are recommended.

Additional 1 Hour Online Per Wk

Distance Learning [1 hour on-line per week]

The distance-learning portion of this course will include readings and commentaries, exploration of design principles, as well as on-line peer critiques of work-in-progress. Students will be asked to post distance learning homework for grading by 11:59 pm, Sunday.

<http://portal.bristol.mass.edu>

Homework

Students should plan on 3-6 hours of homework outside of class each week.

■ Required Course Text

Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands (Hardcover), Alina Wheeler, Wiley; 2nd edition (March 2006) / ISBN-10: 0471746843

Advertising by Design: Creating Visual Communications with Graphic Impact (paperback), Robin Landa, Wiley (June 2004) / ISBN-10: 0471428973

■ Required Programs

Illustrator, Photoshop, InDesign, text/word program

■ Technical Requirements

internet connection / e-mail

■ Course Introduction

Course of Study

- Agency structure
- Design studio
- In-House operations GD
- Advertising design
- Communication design process
- Typography
- Semiotics
- Identity marks
- Collateral materials
- Continued development of hand skills and drawing for design
- Problem solving methodologies

Media / Technology

- Illustrator [logo]
- Photoshop
- Printers
- Scanners
- Digital camera
- Resolution
- Color

Social / Ethical Issues

- Copyright law
- Connotation of imagery
- Oral presentation skills

This course is a continuation of ART 27; students build upon the basic skills and knowledge developed in ART 27 through lectures, analysis and exploration of existing graphic design work, researching current trends, use of different materials, software, and presentation. The goal is to increase students compositional and conceptual skills used in the field of graphic design and build on the design process through projects that explore graphic/textural relationships using the written word and visual imagery. The course focuses primarily on the development of visual language as a means of conveying information through effective methods of design. Students are asked to solve problems which involve conventional as well as more experimental methods of using the design principles. Students will be able to extend their knowledge of the field of graphic design and, should be cognizant of the professional standards which are demanded of an individual who wishes to enter the field.

■ Procedure / Process

Students will use the Principles of Design [scale, proportion, visual unity, balance, direction, and emphasis] as presented through notes and lectures to work through the design and technical aspects of the design process. After exploring concepts and compositions possibilities through continuous research, idea generating tools [mindmapping, vertical listings], thumbnails, sketching, and critique, students will use various image input devices [software & technology] to complete and finalize the goals of Assignment 1, 2, and 3.

These devices may include, but are not limited to:

- Vector image generating using Illustrator CS2
- Scanning, for collage, print media, and drawings
- The Wacom Intuos tablets for illustrations
- Self generated photography using Photoshop CS2

■ Required Course Materials

- Flash drive and/or CDs to save your work and to keep back-ups of your work
- Black-through board for mounting work for presentation, and the tools and material necessary for mounting (x-acto knife and new blades, t-square, self-healing mat, triangle, spray glue etc.)
- High-quality printouts for final work (may need to do this off-campus).
- various markers such as Pentel, Prismacolor, fine point, ultra fine point
- various colored pencils such as Faber-Castell, Prismacolor
- Presentation Board / Black

Notebook

Process notebook (3-ring binder, with tabbed sections, pockets and plastic sleeve/s for disks). ALL project work must be in here; this includes project proposals, research, brainstorming, thumbnails, roughs, visuals, text, comps and anything else related to the project development, creation or completion. This must be presented throughout the semester for review by instructor as required, and must be submitted with each project for grading. You must have a separate section for syllabus, handouts, assignments etc.

■ Projects / Goals

Assignment 1 : Three Identity Marks

Assignment 2 : Collateral Piece

[stationary: business card, letterhead, envelope]

Assignment 3 : Advertising Campaign (2 Ads)

Teamwork

Most often, graphic design projects are performed within a studio, firm, or independently as a design freelancer. Sometimes projects require a large team of designers to complete a project, students should think of their fellow classmates as part of a team of designers. This means that students should rely heavily on the input and knowledge shared during the critique.

Critique

Critiques are held with the entire class and individually. In class we will discuss the design process and possible solutions for each project. Students will be asked to articulate themselves using a vocabulary appropriate for the course, while developing presentation skills. Critiques are meant to be thoughtful, engaging, and objective, and should be presented in a professional manner.

Bibliography

All source material used in this class requires a bibliography. Students should use the MLA format for bibliographies which is submitted as part of the final project. If you need assistance with MLA style guides, please visit the Writing Lab at BCC located in building K, room 119 or the Purdue web site at, [<http://owl.english.purdue.edu/owl>].

Additional Resources / Recommended Reading

Books

Logos : The Development of Visual Symbols by Steven Skaggs, Crisp Pubns;
edition (March 2006) / ISBN: 1560521899

Becoming a Graphic Designer : A Guide to Careers in Design , by Steven Heller,
Teresa Fernandes / ISBN: 0471292990

Magazines

Print periodical (available at BCC library)

Communication Art (CA) periodical

Adweek periodical

How periodical

Late Work

Unless stated otherwise, all home-work assignments are due at the beginning of class on the due date; assignments turned-in after the beginning of class on the due date will be late and your grade will be reduced as follows:

- *Up to 2 days after due date:*
Grade reduced by one [1] full letter grade [example: was "A" maximum grade = B]
- *Up to 4 days after due date:*
Grade reduced by two [2] full letter grades [example: was "A" maximum grade = C]
- *More than 7 days after due date:* *Assignment automatically receives an F*

If you are absent on the day an assignment is due, you are expected to turn in your assignment when you return to class. Failure to do so will reduce your grade as described above.

Note

Each assignment will receive one overall numerical grade. Projects will be graded on professional management and growth, research and concept, design and presentation.

This is a process-oriented course; hard work and application throughout the process of each assignment will be weighed more heavily in the assignment grade than the final output. Excessive unexcused absences will lower the final semester grade as described in the Attendance Policy.

Grading

You will receive grades for each of your final projects. Your grades will be based on your process (i.e. your adherence to interim deadlines, your work habits, attitude, quality and quantity of work submitted for interim deadlines) attendance and your product (i.e. the final work presented). These grades will be averaged for your final semester grade.

Grading is based on

- (30%) • completion of all weekly work and final assignments on time
- (50%) • quality of weekly work and final projects in terms of effort (minimum required or above), thought, creativity, use of visual language, achieving communication goals and technical goals.
- (10%) • class participation, critiques, analysis of work given
- (10%) • professional attitude and work habits grading criteria

Grading Criteria

A excellent | Far exceeding assignment objectives, turns in all assignments, homework etc., on time, turns in outstanding work, goes beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes significant connections between readings, homework, lectures and projects. Consistently redoes work as needed to achieve highest standards.

B very good – good | Exceeds assignment objectives, turns in all assignments, homework etc., on time, always turns in very good to good work, goes somewhat beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes some connections between readings, homework, lectures and projects.

C average | Completes most assignments, homework etc., on time, turns in average work, meets requirements given, usually has a positive attitude toward the class and classmates, sometimes verbally participates in discussion and critique, does not make connections between readings, homework, lectures and projects.

D below average | Completes some assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes has a positive attitude toward the class and classmates, sometimes/rarely verbally participates in discussion and critique, makes no attempt to make connections between readings, homework, lectures and projects.

F failing | Completes few assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes/rarely has a positive attitude toward the class and classmates, rarely/never verbally participates in discussion and critique, makes no attempt to make connections between readings, homework, lectures and projects, does not meet basic requirements of the class.

Responsibility due dates, homework submission and work habits

As a student, it's your responsibility to remember due dates, homework, and materials for critique and in-class work. Work that is not submitted or presented at the beginning of class, or critiques, will be considered late [see late work]. It is critical that students understand the importance of homework in Graphic Design; it not only assists students with the design process, but guides in the successful completion of several portfolio pieces.

■ Disabilities Accommodations

Bristol Community College complies with the regulations of the Disabilities Act of 1990 and offers accommodations to qualified students with disabilities. It is your responsibility to notify me of your need for classroom accommodations. Accommodations are arranged through the Office of Disability Services/ODS, which will issue a confidential Disability Services Accommodation Form. This should be accomplished during the first two weeks of class. If you have any questions about this process please speak with me or contact ODS at x2955.

■ Plagiarism

Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork, design, or written material. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. To deter students from plagiarism, documentation or bibliographies are required for all artistic material, images, and writing. Do not take the ideas someone else has worked hard to create or their composition, lighting, angle, technique, etc. If you are unsure of whether something is plagiarism, please check with the instructor in advance. Failure to abide by this rule will result in failing the course and could result in expulsion from the College.

■ Attendance Policy

See Attached

■ Design Lab Policies

Please follow BCC's Policy for the Responsible Use of Information Technology [http://www.bristol.mass.edu/Students/its/responsible_use.cfm]

■ Classroom Policies

If you are unable to follow these few requests, I will ask that you leave the class, • no animals or dependants • no cell phones, please mute and take calls outside of the classroom during breaks • no text messaging during class or you will be asked to leave • BCC offers a wireless network, laptops are permitted, but not during lectures or critiques [make sure all your material is printed and ready for class.]

JANUARY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 2008

SUN	MON	TUE	WED	THRU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17

week 1 introduction / client info / overview
online article / research 50 logos

week 2 ppt / helvetica / research / begin audience questiona
online research competition

week 3 begin process / 60 thumbs / gather client information
online research color

week 4 begin process / 60 thumbs / gather client information
online research typography

week 5 mon on tuesday / revise thumbs 40
online research

week 6 revise 20 / digitize 6 for crit
online research

week 7 final 3 / begin collateral pieces thumbs 20 ea
online research paper products

week 8 logos due mounted / crit thumbs collateral piece
online research

week 9 break / work on collateral piece revisions
online begin to reresearch advertisements

week 10 crit revisions on collateral pieces
online research

week 11 collateral pieces due / begin layout thumbs for ad 50
online work on layouts

week 12 critique layouts revise to 25
online prepare photographs or additional imagery for ad

week 13 revise 25 to 5 / begin to digitize ads

week 14 mon on thursday / digitize ads

week 15 digitize ads

week 16 final ads due, notebooks

■ Printing for Final Presentations

High quality color laser prints suitable for mounting, as needed for final output of projects. [NOTE : you are responsible for printing, even if you must go to an outside vendor such as Kinkos or Staples.] Assignments are due on time whether or not you are able to print in the Design Lab. You need to allow adequate time for printing. Problems will crop up and it is not the instructor's or lab assistants' responsibility but yours. Plan to take your files to an outside vendor if necessary. Also, remember that you are only allowed to print during open lab time. Be respectful of the lab assistants; they have other responsibilities, and your printing job is your responsibility, not theirs. They will not fix your file problems; they will not print at the last minute for you. If you feel you can't get your project printed properly in the lab -- take it somewhere else!.

■ Mounting Equipment and Materials

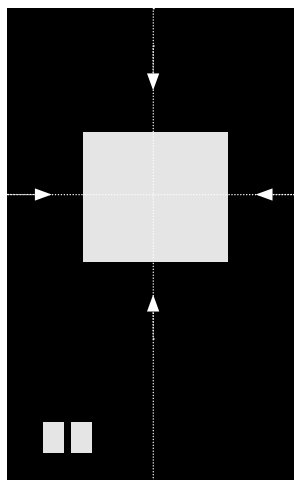
Black-through matte board (enough to mount final work 15 x 20"), matte knife, X-acto knife and replacement blades, adhesive and other materials needed for mounting final work.

■ Purchasing Matte Board

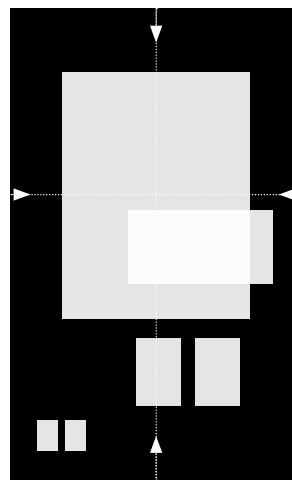
Riverside Art, Rte. 6 Somerset : 800.354.9899 / about \$2.50 ea 15x20

Take advantage of riverside art's services, they offer large matte board 30 x 40 and will cut matte board into four pieces for customers [15 x 20 , requiring students to purchase only 3 large sheets [12 total]]. Riverside offers member cards, please mention that you are a student at BCC to receive the student discount. [note : do not purchase your matte board at micheals or ac moore, they do not sell black -through matte board.] If you follow these instructions for matting your final work, you will have prepared pieces for an employment or school transfer portfolio.

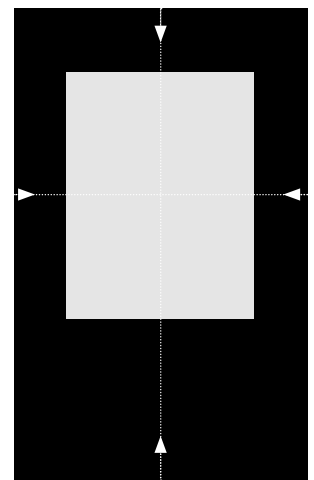
■ Mounting for Finals



Logo 6 x 6 [3 total]
Pantone Swatches



Collateral [letterhead, envelope,
business card]
Pantone Swatches



Advertising