Visual Design Lab 2  [4 credits]  
Instructor: Annette M. Piskel / e: apiskel@fau.edu  
Syllabus

Materials Required
- Critical thinking and participation
- Black sharpie permanent markers
- Various point sizes, pencils, erasers
- 8" x 10" mini. artist sketchbook white
- Black-on-black core matte board (10" x 15" or 15" x 20")
- Mounting adhesive: rubber cement and pick up, masking tapes
- X-acto knife and blades #11, scissors
- 18" metal ruler with non-slip back
- 24" self-healing cutting mat
- T-square, rt. triangle, proportion scale
- Lt. weight tracing paper roll or sheets
- Smooth white paper pad 14 x 17
- 3-ring binder (optional)
- Portable drive (flash/usb/jump drive) comes in various capacities
- Digital camera (no phone camera)

Students are responsible for having mounting materials with them at all times. NO materials will be supplied by instructor on day of critiques. It is your responsibility to be prepared!

Classroom Materials
As a student enrolled in the program you are given access to printers, paper and various bindery items. These materials are to be used only for class projects and with instructor approval. They are a benefit and should not to be abused so we may continue to provide for all students.

Good Design, at least part of the time, includes the criterion of being direct in relation to the problem at hand - not obscure, trendy, or stylish. A new language, visual or verbal, must be couched in a language that is already understood. — Ivan Chermayeff

Course Description
This course examines the design of systems including the development and application of symbols as communicative signifiers. Conceptual development, context, simplicity, unity and contrast are examined as the means for efficient application of systems across media. Pre-requisites: GRA 2208C. This course is required for all BFA Graphic Design majors, to which it is restricted.

Course Objectives
Students completing this course will have a working knowledge of how to approach the structuring and implementation of design systems. They should also have an historic perspective on the design of marks and how they have been used to create unity and order in organizational structures. They will also be introduced to commercial printing technologies and techniques.

Preparedness
Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person, by phone or email on an individual basis for those who are late or absent under any circumstances.

Students must arrive prepared for class with projects or materials. Students who do not comply with this are subject to final grade point deductions. Students who do not participate in class critiques or individual discussions with faculty during class should not expect private critiques with faculty at a later date. Arrange for delivery of your project if you are ill on the day an assignment is due.

Required Text

Recommended:
Really Good Logos Explained, by Margo Chaen, Hughes, Miriatio, White ISBN: 9781592535453
Graphic Master, 8, Dean Lam Associates Inc, ISBN: 978-091421-815-9
University Center for Excellence in Writing, www.fau.edu/UCFW/CommunicationsArts, Graphis, Print, How, ID, EYE, ID, Metropolis, Baseline

Books are available at the Dacere campus bookstore or on-line at amazon.com, half.com and other sources. Amazon provides students with free 2 day shipping: www.amazon.com/gp/student/signup/info

Websites
http://www.aiga.org (American Institute of Graphic Artists)
University Center for Excellence in Writing, www.fau.edu/UCFW/

Additional References
Print Journals/Design Magazines: Communication Arts, Graphis, Print, How, ID, EYE, Juxtapoz, Metropolis
Most of these journals also have on-line content.

Methods & Evaluation
Projects involve problem-solving with and without the computer. Emphasis is placed on conceptual thinking and your understanding of visual communication theory, applications and language. This course is primarily project based to prepare the student for current industry standards. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

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Grading Scale

A   =  93 - 100
A-  =  90 - 92
B+  =  87 - 89
B   =  83 - 86
B-  =  80 - 82
C+  =  77 - 79
C   =  73 - 76
C-  =  70 - 72
D+  =  67 - 69
D   =  63 - 66
D-  =  60 - 62
F   =  0 - 59

Projects: 400 pts = 90% of grade
(letter grade / point system)

Project 1 = 100 pts = 10%
Project 2 = 100 pts = 10%
Project 3 = 100 pts = 10%
Project 4 = 100 pts = 10%

Participation
(letter grade / point system)

100 pts = 10% of grade
In Class Cita/Commits

Total: 500 points

Class Participation

our process throughout the semester is evaluated as part of your final grade.
In order to receive full participation points, ALL classes and critiques
 MUST be fully attended. Your learning cannot be effectively fulfilled without
your active participation and commitment to the class. Class participation
is worth 100 points and 10% of your total grade.

Projects: (4)

Participation: you are required to attend all classes. Your participation in class is worth 10% of your grade.
Your consistent presence, participation in class lessons, timelines, process and sketches together account for
your participation grade.

Sketches: You are required to keep a sketchbook for all conceptual development. Sketchbook is reviewed
throughout the semester for each project and will be evaluated as part of your Class Participation.

Lectures: Note taking during lectures is highly recommended and becomes valuable study materials for exams.

Grading Policy

Assignments are due on the date assigned. Projects are due completed at the beginning of class, otherwise
will be considered Late. Late projects will be deducted one (1) letter grade. Projects not turned in by following
class period will not be accepted and will result in a 0 (F). Students not present for Exam and who
have not made prior arrangements to take the exam early, will receive a 0 for that exam. Make-up exams
must be the following class period. Students must attend all project critiques, work-in progress critiques
and exams. Late arrivals on critique and exam days will not be allowed to participate and will be deducted
one letter grade for that project or exam. Your performance through the entire semester will be used to
determine your final grade including: Projects, Exercises, Exam, Sketch, Class Participation and Process.

Attendance Policy

Attendance is required. Working at home is not a substitute for attending class! Late Arrivals and Early
departures are disruptive and not acceptable. You must remain in class until the instructor releases you.
Non-penalized (excused) absences are: death in the immediate family, religious observance in your own faith,
serious illness or hospitalization, jury duty, subpoena or military service. All other scenarios constitute an
unexcused absence. Appropriate documentation is required for all excused absences. If no documentation
is provided, it will be considered unexcused. In any instance where you are able to notify the instructor prior to
class you must do so. You (not the instructor) are still responsible for all work assigned and catching up with
the help of fellow classmates. Check the course syllabus for assignment information. Excused absences
only will be allowed one (1) extra class period to complete assignments. Students may withdraw without
academic penalty up to the mid-point of the semester.

3 Late Arrivals (10 minutes or more) or Early Departures = 1 unexcused absence
3 unexcused absences = drop your Final Grade by one (1) letter grade
4 unexcused absences = Final Grade of (F) for the course.
Arriving more than 20 minutes late or departing 20 minutes early = 1 unexcused absence
A critique absence will count as 2 absences. You must be present at the critique start.

Statement of Academic Integrity: Students at Florida Atlantic University are expected to maintain
the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a
serious breach of these ethical standards, because it interferes with the University mission to provide a
high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty
is also destructive of the University community, which is grounded in a system of mutual trust and places
high value on personal integrity and individual responsibility. Falsification penalties are associated with academic

Students with Disabilities: In compliance with the Americans with Disabilities Act (ADA) students
who require special accommodations due to a disability to properly execute coursework must register with
the Office for Students with Disabilities (CDS) located in Boca Raton SU 133 (561-297-3880), in Davie

Unauthorized use of Electronic Devices: Cellular phones must be turned off and stowed while in class. Use of electronic devices such as phones, pages, texting devices, or games of any kind is not permit in class such use will result in a disciplinary referral.
Important Dates

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>JAN 10</td>
<td>Last day to drop/add classes without consequences</td>
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<tr>
<td>JAN 20</td>
<td>MLK Holiday-No Classes</td>
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<tr>
<td>FEB 17-21</td>
<td>Midterm</td>
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<tr>
<td>FEB 28</td>
<td>Last day to drop a course without an F grade</td>
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<tr>
<td>MAR 3-9</td>
<td>Mid Break-No Classes</td>
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<tr>
<td>APR 23</td>
<td>Last Day of Classes</td>
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<td>APR 23-30</td>
<td>Final Exam Week</td>
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<td>MAY 2</td>
<td>Semester Ends</td>
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<td>MAY 5</td>
<td>Grade Due to Registrar</td>
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Email & Contact Information

Official information is communicated via your FAU email account. You are obligated to regularly check this account and make certain that your box is not full and unable to receive email. All class communication will be conducted by FAU email. My email is provided at the top of the syllabus and each project sheet. Please reference course number GRA 3193C in the subject line of all emails.

+ Graphic Design Talk
+ Discussions, Conversations
+ Exercises/Studies
+ Readings

Evaluation:
- concept
- development
- execution
- craftsmanship

Extra Credit

You are required to attend 3 design art events this semester as part of your course attendance. I will recommend possible events. You are also welcome to propose events. You must present evidence of your participation.

Course Calendar

GRA 3193C Visual Design Lab 2 | SPRING 2014

Week [1:30pm to 3:50 pm] Monday-Wednesday

Week 1 M JAN 6 Course Overview / GD Talk - symbol history
W JAN 8 logo concepts / 10 logo examples / GD Talk - logo

Week 2 M JAN 13 design briefs / 60 logo sketches
W JAN 15 refine logos in class

Week 3 M JAN 20 No Class MLK Holiday / work on mood boards
W JAN 22 5 refined logos group review

Week 4 M JAN 27 Project 1 DUE: Logo Critique
W JAN 29 GD Talk - paper + process talk

Week 5 M FEB 3 15 system sketches / paper samples
W FEB 5 refine system layouts

Week 6 M FEB 10 system revisions
W FEB 12 work in class

Week 7 M FEB 17 Project 2 DUE: System Critique GD Talk - collateral
W FEB 19 10 collateral concept

Week 8 M FEB 24 15 collateral layout sketches
W FEB 26 collateral layouts refined GD Talk - trademark

Week 9 M MAR 3 No Class Mid Semester Break
W MAR 5 No Class Mid Semester Break

Week 10 M MAR 10 group review collateral
W MAR 12 work in class on collateral

Week 11 M MAR 17 Project 3 DUE: Collateral Critique
W MAR 19 GD Talk - manual

Week 12 M MAR 24 10 presentation sketches / masterpages GD Talk - style sheets
W MAR 26 10 layout grid sketches

Week 13 M MAR 31 written copy deck / layout refinement
W April 2 manual collateral sketches / page samples

Week 14 M April 7 manual collateral refined
W April 9 refine all

Week 15 M April 14 manual mock-up
W April 16 refine

Week 16 M April 21 progress critique
W April 23 work in class

Week 17 M April 28 Project 4 Due: Manual Critique Last Class
W April 30 pick up all work 9-10:15 am

Projects:

Projects: 1, 2, 3, 4 = Logo, System, Collateral, Manual

Note: computer "sketches" will not be accepted unless specially indicated

Class preparation and participation count toward final grade.

Please note: no spray glue is permitted in the buildings—including stairwells.

*Subject to change: instructor reserves the rights to change the project assignments and due dates given in this course.

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Bibliography


From Lascaux to Brooklyn, Paul Rand, ISBN-10 8970591303

Graphic Master 8, Dean Lern Associates Inc, ASIN 0914218131


How to Design Trademarks and Logos, John Murphy & Michael Rowe, North Light Books, ISBN: 0891344004


Really Good Logos Explained Rockport ISBN: 97815925355453

Signs and Symbols: Their Design and Meaning, Adrian Frutiger, Watson-Guptill, ISBN: 10 0823048268

The Big Book of Logos, David Carter, Harpercollins, ISBN: 0 82300 5380


The New American Logos, Gerry Rosentswieg, Madison Square Press, ISBN: 0 942604 34 2


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