

## SYLLABUS

Instructor	Stephanie Cunningham, Professor of Graphic Design location: Ft Lauderdale AT306A ph: 954-762-5060 email: cunningh@fau.edu
Office Hours	Monday & Wednesday 4–5 pm, Tuesday 1–3 pm or by appointment
Prerequisites	Visual Design Lab 1
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 will be examined as the means for efficient application of systems across media.  Required for all BFA Graphic Design majors. [4 credits]
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.
Required	<i>Pocket Pal</i> , 20th edition, International Paper, ISBN 9780977271610 <i>Designing Brand Identity</i> (3rd ed), Alina Wheeler, Wiley Publishing, ISBN 0471213268
Recommended	<i>Graphic Master 8</i> , Dean Lem Associates Inc, ASIN 0914218131 <i>University Center for Excellence in Writing</i> , www.fau.edu/UCEW/ <i>Communication Arts, Graphis, Print, How, ID, EYE, ID, Metropolis, Baseline</i> Design blogs are archived on the course Blackboard site.  Books for the FAU downtown campus are available at the Davie 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
Supplies	sketchbook, xacto knife & blades, metal ruler, rubber cement and pickup, black core mat board, 1 inch black masking tape, tracing paper, black flapping paper, digital storage media
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 circumstance.  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.  Students are required to attend all lectures, work days, presentations, conduct research and actively participate in class discussions and critiques. Final project grades will be based on these factors as well as design process and quality of the work presented. Students are expected to maintain their sketches, notes and research materials. Completion of all assignments by their designated due date is required. Arrange for delivery of your project if you are ill on the day an assignment is due.

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Attendance 3 absences are allowed. Each subsequent absence will drop total course grade 5 pts  
 3 late arrivals or early departures=1 absence  
 Arriving over 20 min. late or departing over 20 min. early will be marked as absent  
 A critique absence will count as 2 absences. You must be present at the critique start.  
*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.*

Evaluation Grades are calculated on a point system. ie: 1-10. 10 pts=A, 5 pts=C, 1 pt=F  
 Projects are graded on concept development, execution, and craft  
 Sketches & research are handed in with all projects and count towards development  
 Computer “sketches” will not be accepted unless specifically indicated  
 Missed deadlines drop the grade 1pt (10pt) or 2pts (20pt) for each class period past due  
 Class preparedness and participation count toward final grade

Project 1.1	10	Course Grade	A	93-100
Project 1.2	20		A-	86-92
Project 1.3	20		B+	79-85
Project 1.4a	20		B	72-78
Project 1.4b	10		B-	65-71
final exam	10		C+	58-64
participation	10		C	51-57
			C-	44-50
TOTAL	100		D+	37-43
			D	30-36
			D-	23-29
			F	below 22

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

ALL CELL PHONES MUST BE TURNED OFF DURING CLASS—NO TEXTING IN CLASS

**SCHEDULE (subject to change)**

Class Begins	Aug 22
Labor Day—no class	Sept 5
Last Drop	Oct 14
Last Class	Nov 30
Final Exam	Dec 5
	10:30 am–1:00 pm

COMMUNICATION: 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.

HONOR CODE POLICY STATEMENT: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty 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. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001 at [www.fau.edu/regulations/chapter4/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

DISABILITY POLICY STATEMENT: 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 (OSD) located in Boca Raton SU133 (561) 297-3880, in Davie LA240 (954) 236-1657, in Jupiter SR110 (561) 799-8585, or at the Treasure Coast CO117 (772) 873-3382, and follow all OSD procedures.

Week 1	M   W	classes begin / symbol history lect. name concepts / 10 logo examples / logo lect.
Week 2	M   W	design briefs / 60 logo sketches refining logos in class
Week 3	M   W	HOLIDAY—No Class 5 refined logos group review
Week 4	M   W	<i>logo critique</i> paper & process lect.
Week 5	M   W	15 system sketches / paper samples refined system layouts
Week 6	M   W	revisions work in class
Week 7	M   W	<i>system critique</i> / package lect. 10 label concepts: materials & construction
Week 8	M   W	15 label layout sketches labels refined / trademark lect.
Oct 14		<i>Last Drop (friday)</i>
Week 9	M   W	group review labels color mock-ups with product
Week 10	M   W	<i>label critique &amp; presentation</i> manual lect.
Week 11	M   W	10 presentation sketches / masterpages & stylesheets lecture 10 layout grid sketches
Week 12	M   W	written copy due / layout refinements collateral sketches / page samples
Week 13	M   W	collateral refined refine all
Week 14	M   W	manual mock-up refine
Week 15	M   W	progress critique <i>manual critique</i>
Week 16	M	<i>exam</i> / pick up all work 9–10:15 am

\* instructor reserves the right to change the project assignments and due dates given in this course.

**BIBLIOGRAPHY**

*Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands*, Kevin Budelmann, Yang Kim, Curt Wozniak, Rockport Publishers, ISBN-10: 159253578X

*Corporate Identity*, Hugh Aldersey-Williams, Lund Humphries Publishers, ISBN 085331652X

*Designing Brand Identity*, Alina Wheeler, Wiley Publishing, ISBN 0471213268

*Designing Corporate Identity Programs for Small Corporations*, David Carter, Art Direction Book Company, ISBN 0910158886

*Designing Pictorial Symbols*, Nigel Holmes, Rose Deneve, Watson-Guptill Pubns, ISBN 0 82301 3278

*Designs for Marketing*, Primo Angelli, F & W Publishers, reprint, ISBN 0 93560 3654

*Designer's Guide to Creating Corporate ID Systems*, Rose DeNeve, North Light Books, ISBN 089134 441 1

*Fresh Ideas in Letterhead and Business Card Design 4*, Gail Deibler Finke, F & W Publishers, ISBN 0 89134 9529

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

*Graphic Master 8*, Dean Lem Associates Inc, ASIN 0914218131

*Grid Systems in Graphic Design*, Josef Muller-Brockmann, Verlag Niggli AG, ISBN-10 3721201450

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

*Logo*, Michael Evamy, Laurence King Publishers, ISBN 185669528X

*Logo Design Love: A Guide to Creating Iconic Brand Identities*, David Airey, New Riders Press, ISBN 0321660765

*Marks of Excellence: The History and Taxonomy of Trademarks*, Per Mollerup, Phaidon Press, ISBN-10: 0714838381

*New Business Card Graphics*, PIE Books-Japan, Nippan, ISBN 3 910052 82 7

*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 Grid*, Allen Hurlburt, Wiley, ISBN-10 047128923X

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

*Trademarks and Symbols of the World*, Yusaku Kamekura Reinhold Publishing, Library of Congress Number 65-24055

*Working With Style*, Suzanne West, Watson-Guptill Publications, ISBN 0823058727