

SYLLABUS

Instructor	Stephanie Cunningham, Professor of Graphic Design location: Ft Lauderdale AT306A ph: 762-5060 email (preferred): cunningh@fau.edu
Office Hours	Monday & Wednesday 11 am–1 pm or by appointment
Prerequisites	Visual Design Lab 1 & 2, Type Lab 1 & 2
Description	This Graphic Design course focuses on theoretical principles and the practical application of graphic design to three-dimensional structures which may include but are not limited to package, environmental, and exhibition design. Practical and conceptual concerns, materials, context, and brand application are addressed. Emphasis is on appropriateness, creativity and portfolio-quality work. Required for all BFA Graphic Design majors. [4 credits]
Objectives	Students completing this course will gain an understanding of the unique demands of design as it applies to three-dimensional form. Students will use critical thinking to research and develop both form and function with special consideration for materials and process. A critical review of the role of audience and consumption will be conducted.
Required Texts	<i>Basic Packaging (Structural Package Design)</i> , Pepin Press, ISBN 9057681439
Recommended	<i>Do Good Design: How Designers Can Change the World</i> , David B. Berman, Peachpit Press, ISBN-10 032157320X <i>Visual Research: An Introduction to Research Methodologies in Graphic Design</i> , Ian Noble & Russell Bestley, Ava Publishing, ISBN-10 2940373205 <i>University Center for Excellence in Writing</i> : www.fau.edu/UCEW/ Boca Campus: SO107, Davie Campus: LA240F 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, bone folder, bristol board, 1 inch black masking tape, digital storage media
Preparedness	Students are responsible for securing hand-outs, assignment sheets, instructions and lecture notes from Blackboard &/or fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course materials 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.

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. Get event approval from professor prior to attendance. 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	20	Course Grade	A	93-100
Project 2	20		A-	86-92
Project 3	20		B+	79-85
Project 4	20		B	72-78
exercises	10		B-	65-71
participation	10		C+	58-64
			C	51-57
TOTAL	100		C-	44-50
			D+	37-43
			D	30-36
			D-	23-29
			F	below 22

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

SCHEDULE (subject to change)

Class begins	Jan 10
Application for degree	Jan 21
MLK–no class	Jan 17
Last Drop	Mar 4
Spring Break–no class	Mar 7–13
Last Class	Apr 27
Final Exam Day	May 2 @10:30

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

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	Course overview, Project 1 intro lecture, review concepts
Week 2	M W	MLK–no class meeting design briefs due, review sketches
Week 3	M W	lecture, refinements preliminary critique
Week 4	M W	Project 1 due lecture, Project 2 intro
Week 5	M W	lecture, review concepts design briefs due
Week 6	M W	review sketches refined sketches
Week 7	M W	group lab day preliminary critique
Week 8	M W	group lab day Project 2 due
Week 9	M W	Project 3 intro lecture, review concepts
Week 10	M W	design briefs due review sketches
Week 11	M W	refinements preliminary critique
Week 12	M W	group lab day Project 3 due, Project 4 intro
Week 13	M W	review concepts design briefs due, review sketches
Week 14	M W	lecture, refinements group lab day
Week 15	M W	preliminary critique group lab day
Week 16	M	<i>Exam day:</i> Project 4 due Portfolio due 10:30–1:00pm in AT306A

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

BIBLIOGRAPHY

- Basic Packaging* (Structural Package Design), Pepin Press, ISBN 9057681439
- Best Packaging and Wrapping Graphics*, Pie Books-Japan, ISBN 9784894446946 C3070
- Box Bottle Bag: The World's Best Package Designs from TheDieline.com*, Andrew Gibbs, How, ISBN-10 1600614191
- Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands*, Kevin Budelmann, Yang Kim, Curt Wozniak, Rockport Publishers, ISBN-10: 159253578X
- Color Design Workbook: A Real World Guide to Using Color in Graphic Design*, Adams & Morioka, Rockport Publishers, ISBN-10: 159253192X
- Cradle to Cradle*, William McDonough & Michael Braungart, North Point Press, ISBN 0865475873
- Decoding Design*, Maggie McNab, How Books, ISBN-10 1581809697
- Designs for Marketing*, Primo Angelli, F & W Publishers, 1991 reprint, ISBN 0-93560-3654
- Design Literacy: Understanding Graphic Design*, Steven Heller, Allworth Press; 2nd edition, ISBN-10 1581153562
- Design Studies: Theory and Research in Graphic Design*, Audrey Bennett, Princeton Architectural Press, ISBN-10 156898586X
- Designing Brand Identity*, Alina Wheeler, Wiley Publishing, 2003, ISBN 0471213268
- Do Good Design: How Designers Can Change the World*, David B. Berman, Peachpit Press, ISBN-10 032157320X
- Display: 2-D and 3-D Design for Exhibitions, Galleries, Museums, Trade Shows*, John Stones, RotoVision, ISBN 9782888930105
- Envisioning Information*, Graphics Pr, Edward R. Tufte, ISBN-10 0961392118
- Grid Systems in Graphic Design*, Josef Muller-Brockmann, Verlag Niggli AG, ISBN 103721201450
- Logo*, Michael Evamy, Laurence King Publishers, ISBN 185669528X
- Interaction of Color: Revised and Expanded Edition*, Josef Albers, Yale University Press, ISBN-10 0300115954
- New Exhibition Design 2*, Jacobo Krauel, Links International, ISBN 8492796790
- Package Design Workbook*, Steven DuPuis & John Silva, Rockport, ISBN 1592533220
- Packaging*, Mark Hampshire & Keith Stephenson, ISBN 9782940361717
- Packaging Design*, Bill Stewart, Laurence King, ISBN 9781856695251
- Production for Print*, Mark Gatter, ISBN 978-1-85669-699-9
- Really Good Packaging Explained: Top Design Professionals Critique*, Rob Wallace, Rockport Publishers, ISBN-10 1592535453
- Show Design*, DAAB Media, ISBN 3937718621
- Signage and Wayfinding Design*, Chris Calori, Wiley, ISBN 0471748919
- Simply Packaging*, Victor Cheung, Viction:ary, ISBN 978988922958
- Structural Packaging*, Index Books, Josep Garrofe, ISBN 8496309312
- The Big Book of Packaging Prototypes*, Edward Denison & Richard Cawthray, RotoVision, ISBN 2888930986
- The Green Imperative*, Victor Papanek, Thames & Hudson, ISBN 0500278466
- The Packaging and Design Templates Sourcebook 2*, Luke Herriott, RotoVision, ISBN-10 2888931249
- The Power of Paper*, Catharine Fishel, Rockport, ISBN 1592530907
- Thinking with Type, 2ed.*, Ellen Lupton, Princeton Architectural Press, ISBN-10 1568989695
- Visual Language for Designers*, Connie Malamed, Rockport Publishers, ISBN-10 1592537413
- Visual Research: An Introduction to Research Methodologies in Graphic Design*, Ian Noble & Russell Bestley, Ava Publishing, ISBN-10 2940373205