

Materials Required

- critical thinking and participation
- black sharpie permanent markers
various point sizes, pencils, erasers
 - 8" x 10" min. 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 (for handouts + notes)
 - Portable drive (flash/usb/jump
firewire) comes in various capacities
 - digital camera (cell 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 be to be abused so we may continue to provide for all students.

t-

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.—*Iran 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 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. Arrange for delivery of your project if you are ill on the day an assignment is due.

Required Text

Pocket Pal, 20th edition, International Paper, ISBN: 978-097727-161-0
Designing Brand Identity (4th ed), Alina Wheeler, Wiley Publishing, ISBN: 978-111809-920-9

Recommended:

Really Good Logos Explained, by Margo Chase, Hughes, Miriello, White ISBN: 9781592535453
Graphic Master 8, Dean Lem Associates Inc, ISBN: 978-091421-815-9
University Center for Excellence in Writing, www.fau.edu/UCEW/
Communication Arts, Graphis, Print, How, ID, EYE, ID, Metropolis, Baseline

Books 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

Websites

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

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.

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 Crits/Commitments

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 can not 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, timeliness, 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. You performance through the entire semester will be used to determine your final grade including: Projects, Exercises, Exam, Sketches, Class Participation and Process.

Attendance Policy

Attendance is required. Working at home is not a substitute for attending class! Late Arrivals and Early departures a 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. Harsh penalties are associated with academic dishonesty. http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

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 (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585) follow all OSD procedures. <http://osd.fau.edu>.

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

Important Dates

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

Email & Contact Information

Official information is communicated via your FAU email account. You 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
- craftmanship

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	[1:00pm to 3:50 pm]	Monday-Wednesday
Week 1	M JAN 6	Course Overview / GD Talk- symbol history
	W JAN 8	name 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 due / 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 preparedness 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

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, 4th edition ISBN: 978-111809-920-9
- 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
- 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 Grid, Allen Hurburt, 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