expectations

This course is composed of lectures, presentations, demonstrations, critiques, and studio time. You are responsible for reading all materials assigned and writing when it is requested. Involvement in studio time, class critiques and discussions will be a valuable opportunity to see how others approach their work. When evaluating your work I will look at the degree of exploration and inquiry that has taken place in the development of your projects. Final projects should be effective and made with the highest degree of finish you are capable of.

grading

Projects, attendance, class participation and the seriousness you bring to assignments discussions and critiques will be the criteria used to establish your final grade. Projects will be evaluated for levels of refinement in both craft and conceptual development. Documentation of process is essential. Projects redone for the final portfolio will increase one letter grade at most.

- Three main projects-   5/8 of grade
- Presentation and Critique - 1/4 of grade
- Portfolio presentation -   1/8 of grade

final portfolio

Produce a finished and well organized portfolio by the end of the semester. This should be comprehensive- including rough work, conceptual work, writings, readings and anything else you do for the class. Methods for organizing this are up to you, I would recommend at least starting the semester with a binder or folder to develop your archiving style.

attendance

Attendance is crucial. Promptness to class is expected. Multiple absences or lateness will dramatically effect your grade because your understanding of the subject matter and projects will suffer. You must be in class to benefit from the things we do in class.

- *3 absences will lower your semester grade a full letter.*
- *Arriving 5 minutes late or leaving five minutes early will be noted -2 of either will count as an absence*
- *Handing in projects late or incomplete will count as an absence on the day they are due and the project will be discounted one letter grade for each day of lateness.*

missed classes

If you are absent I expect you to contact a fellow student and find out what you have missed and what is required for the next class (consider trading phone numbers with another person in the class). Do not expect me to "catch you up" the next time we meet - this usually leads to being behind two classes and is very hard to overcome - Contact me if you have specific questions after you have familiarized yourself with what you have missed.

special needs

If you have needs we should consider regarding this course, please talk to me early in the semester (the first week or two) so that we can consider them before we get deep into the work of the semester.

campus emergency procedures

In the event of a **medical emergency** call 911 or use Red Emergency Phone (List Location). Offer assistance if trained and willing to do so. Guide Emergency Responders to victim.

In the event of a **tornado warning**, proceed to the lowest level interior room without window exposure at NFAC 172 or the bathrooms. Avoid wide-span rooms and buildings.

In the event of a **fire alarm,** evacuate the building in a calm manner. Meet at on the far side or portage street. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quite. Follow instructions of Emergency Responders.

See UW-Stevens Point **Emergency Management Plan** at www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point.

ART 311
Intermediate Graphic Design

section 1
T Th 8-10:30
NFAC 182/172
Instructor
Matt Groshek
mgroshek@uwsp.edu
Office
NFAC 186

section 2
T Th 2:30- 5
NFAC 190
Instructor
Stuart Morris
stmorris@uwsp.edu
Office
NFAC 187

objectives

In this class you will learn a range of approaches to creating visual systems and branding. Through hand and digital work, critical thinking and presentation you will develop your design process. Attention is given to the use and coordination of software used in this class to teach that using the right software for the job is critical for production work. We will use Indesign, Dreamweaver, Photoshop and Illustrator.

assignments

1 Brand launch campaign
- Clothing Tags
- Advertisement

2 Branding multipage bookform, print
- Annual report

3 Branding packaging & labeling
- Six pack of beverage

4 Branding multi-platform UI UX, screen
- Online grocery shopping experience

materials

19 X 24 graphic layout marker paper
markers (black and color)
drafting tools
18" cork backed ruler
knife
cutting mat (do not cut on tables)
spray adhesive
illustration board for presentation
portfolio container
digital transport (cd, jump drive hard drive etc)

important words

parti, A thing used to provide a broad understanding of organization, leading to a basic scheme or concept.

concept, A product of thought, an idea, notion or theme. A scheme or plan that provides an explanatory principle in a system.

rough, Not perfected, completed, or fully detailed. Work on or form in a preliminary fashion.

comp (comprehensive), A layout that includes and considers/anticipates everything.

final, Putting an end to something, not to be altered; conclusive. The last stage of a process. Complete. Not to be changed or reconsidered; unalterable.

critical, Given to judging. esp. unfavorably; faultfinding, Censorious. Characterized by careful, exact evaluation and judgment.

critique, Discuss critically, make an assessment, analyze.

OBJECTIVE

Explore branding and its relationship
to marketing.

ASSIGNMENT

For this project we will create a brand for an article of
clothing. We will apply this brand to three retail cloth-
ing tags and an advertisement.

You are responsible for picking the article of clothing,
creating the naming conventions for it, developing
the three tags, and advertisement as print and/or
motion graphic (this could include live video or anima-
tion or a combination of them.). All photography and
illustration must be original and created by you. All of
these parts must work together to create consumer
awareness of the clothing in an effort to sell it. The
final project will be presented on boards and as
directed in class.

CONSIDERATIONS

• What kind of clothing is it?
• When is it worn?
• Why do people wear it?
• What is this client like?
• Who represents the market?
• What is it competing with?
• What are the materials used already?
• What will each tag communicate?
• What will the advertisement communicate?
• What is the relationship between the tags
  and the advertisement?

BRAND ANALYSIS DELIVERABLES

Gather/present information:
• list of retailers that might carry brand
• list of lifestyle alignments
• list of publication alignments
• identify other brand alignment arenas
• consumer personas written in first person

BRAND STRATEGY DELIVERABLES

• define challenge
• present concept
• articulate your solution(s)
• materials board(s)

Tuesday 1/24
• Read through syllabus
• Talk about first assignment
• Discuss Brand
Thursday 1/26
• Share article of clothing and brand analysis
  address all questions on syllabus + new ones

Tuesday 1/31
• Present comprehensive brand strategy
  address logo, identity, mark, color, name, feel etc
  any media, presentation size
Thursday 2/2
desk visits (presentation overflow time)

Tuesday 2/7
• Clothing tags and advertisement
  roughs – crit
Thursday 2/9
• Work on package (crit overflow time)

Tuesday 2/14
• Present comps of tags and advertisement
Thursday 2/16
• Refine and develop presentation board(s)

Tuesday 2/21
• Presentation and critique of final boards

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Graphic Design**

ASSIGNMENT 1

OBJECTIVE

Explore branding, through image and typography. Develop a deeper understanding of information organization.

ASSIGNMENT

For this project we will assemble a multi page annual report based on content supplied. You are responsible for creating all the images you use in this document and developing the grid, style sheets and structure for the publication. This book can be any size but should respect the conventions of annual reports. Final Project will be submitted in mocked up book form, as a PDF and as a printer ready indesign file.

CONSIDERATIONS

• What kind of business is it?
• What is their product and/or services?
• What is their history?
• How do they differ from their competitors?
• Who are their clients?
• Who and why will this document get read?

BRAND ANALYSIS

• gather/present information
• define challenge
• present ideas
• suggest solutions

Thursday 2/23
• Introduce project
• Demonstrate cleaning up the text
• Name company
• Explain ordering papers

Tuesday 2/28
• Bring thumbnails of logo, identity, brand, images to be made and book structure include the TOC, grid and the styles
• Bring paper samples

Thursday 3/2
• Present comped cover with Identity developed, style sheet and grid. Explain how identity will be integrated throughout.

Tuesday 3/7
• All images shot, begin digital assembly

Thursday 3/9
• Screen Comps - due

Tuesday 3/14
• Printed Comps - due for mark up
• Receive beverage assignment

Thursday 3/16
• Project due present as projected PDF – turn in files for printer and pdf. (Final book form printed due later)

SPRING BREAK

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Intermediate Graphic Design

ASSIGNMENT 2

OBJECTIVE

Consider marketing and packaging issues as they relate specific products to specific audiences. Encounter the challenges of developing graphic design for three dimensional objects.

ASSIGNMENT

A small beverage maker in a town/city near you has asked you to help them develop their next beverage identity and packaging for six units of the beverage. In your initial meetings with them they have decided to let you name the beverage and develop the the packaging. Their main concern is that the product identity represents their town/city and their way of life. The product needs to include a individual containers, a labeling system, printed flat and dimensional packaging.

CONSIDERATIONS

What is it that characterizes this place?
What stories are important to this place?
Why would people buy this beverage?
How large a market is it?
What brand alignment can you identify?
What product is it competing with?
How will the product be shelved?
How will it be shipped?

BRAND ANALYSIS DELIVERABLES

Gather/present information
• currently relevant information about place you are examining
• a list of interview questions
• recorded interview with two or more people who know the area
• a portfolio of photography that represents the area
• a defined challenge
• a brand strategy

Tuesday 3/28
• discuss presenting research
• Explain finding bottles/containers
• Demo 3d drawing skills
• In class die cut assignment

Thursday 3/30
• Present brand analysis

Tuesday 4/4
• Bring thumbnails/roughs

Thursday 4/6
• Present comps as drawings plan and perspective
• Bring material sample

Tuesday 4/11
• review/critique physical comps

Thursday 4/13
• review/critique physical comps
• introduce project 4

Tuesday 4/18
• project 3 due
• discuss project 4

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ASSIGNMENT 3

OBJECTIVE

Create a brand that is articulated through a click able user experience. Develop an understanding of how brand is applied to and art directed for complex systems. Explore ways of designing for screen that prepare the way for developers to complete the product while maintaining brand integrity.

ASSIGNMENT

A grocery store has come to you to develop an online presence and grow their marketability. In your initial meetings it has become clear that you have plenty of latitude in positioning them in markets you think will work best for them. this latitude includes being able to name them and develop an identity that is independent of its parent industry. For this assignment you will have to bring them a presentation and the material that will both convince them that your idea needs to move forward, and give direction to a web development team. This should include: key decision screens at all levels needed, multi-platform views mockups (phone, tablet, laptop or desktop), Art work for all interactive states and instructions as needed.

CONSIDERATIONS

Who will shop at this online store?
What are their persona?
Where else do they shop and why?
How do you attract their attention?

PROJECT ANALYSIS DELIVERABLES

Gather/present information
• design challenge identified
• materials board
• flow chart w/ decision trees (web architecture)
• key decision screens identified
• multi-platform views mockups : phone, tablet, laptop or desktop

Thursday 4/13
• review/critique physical comps
• introduce project 4

Tuesday 4/18
• project 3 due
• discuss project 4
Thursday 4/20

Tuesday 4/25
• present brand analysis
Thursday 4/27
• share roughs of developing artwork

Tuesday 5/2
• develop and share presentation approach
Thursday 5/4
• Share presentation comps

Tuesday 5/9
• work
Thursday 5/11
• project 4 due

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ASSIGNMENT 4