Art Department, Student Learning Outcomes

While all areas may be addressed, the highlighted SLO’s are those specifically emphasized in this course.

1. The ability to solve graphic design problems for a variety of audiences and contexts using multiple media platforms.

2. Demonstrate how a brand communicates through visual organization/composition, voice, information hierarchy, color palette, iconography, typography, and photographic aesthetics.

3. Demonstrate and articulate the design process through: Discovery, exploration, creation and realization.

4. Students should be able to articulate the difference between an execution and an idea. Conceptual thinking vs. design aesthetic as a solution.

5. Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning, as well as a general knowledge of graphic design in context to history, art theory, culture, communication and social change.

6. Become involved in both individual and collaborative art experiences with other students, faculty, and community.

7. Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

MISSION
The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

NOTE:
Changes in content or activities may occur at instructor’s discretion based on course and learning needs, scheduling, or other circumstances such changes will not affect course policies.

Mike Curb College of Arts, Media, and Communication
DEPARTMENT OF ART, GRAPHIC DESIGN

OFFICE HOURS: TBD
Instructor is a working professional and will not have regular office hours. Please request appointments via email address provided.

PREREQUISITE: Art 344

COURSE DESCRIPTION:
Advanced and complex problem solving, consistent with the real world application of graphic design. Course will emphasize brand integration and how design should be implemented across a marketing campaign and in different media. Students should have multiple pieces for their portfolio as well as a LinkedIn resume profile by the end of the class.

COURSE OBJECTIVES:
This course will review:
• Graphic design and branding - real-world design problems and finding solutions
• Design phases: discovery, exploration, creation and realization
• Interpreting design and branding through different media and in different marketing categories
• Innovative marketing and design business practices

STUDENT LEARNING OBJECTIVES:
Develop a relevant and applicable understanding of how graphic design relates to different media and marketing categories.
1. Develop a high quality professional approach to the process of graphic design from conceptual development through implementation and final presentation
2. Develop relevant organizational problem solving skills by applying research, strategy and design objectives to each assignment
3. Create, produce and present professional mock-ups of design ideas and concepts.
4. Demonstrate the ability to critique creative work, and hone individual problem-solving skills
5. Develop a greater awareness of the professional field of graphic design.

SUPPLY LIST:
• 3 Sketch Books - one for each assignment
• USB flash drives or external hard drives (for backing up your work, and for transferring your assignments to the instructor)

REQUIRED READING:
Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future by Patrick Hanlon, (amazon)

NOTE: Your assignments will be presented in PDF, PPT or Keynote formats.
INSTRUCTIONAL PROCESS:

There are 5 types of classroom activities:
1. Instructor lectures and presentations
2. Design challenges
3. Guest lectures
4. A combination of lectures, in class assignments and studio workdays
5. Student presentations and class critiques

1. INSTRUCTOR LECTURES AND PRESENTATIONS:

There will be a variety of lectures involving the specific design challenge projects and the professional design industry such as:

- Understanding a creative brief and translating the client’s strategy into the design process through to client presentation
- Packaged goods design and branding
- Design as a profession, relevant careers choices

See the complete class schedule for more specifics.

2. DESIGN CHALLENGE PROJECTS:

Design challenges are to be completed outside of studio time (in your own space or in a lab). Student designers are encouraged to push the boundaries of design through innovation and conceptual development.

1. Develop an integrated design campaign for an existing athletic footwear company.

Students will create a hypothetical marketing campaign for an existing innovative athletic footwear company. Students will be using clients existing company logo, and design guidelines to create a new look within the given design parameters. The campaign will be comprised of the following elements: website home page, product catalog, retail packaging, retail presentation, t-shirts, stickers, pop-up/event store ideas.

2. Packaged goods identity and branding

Students will create a campaign for a start-up baby food brand launching a healthy baby food business on a tight budget. Students will research, identify and analyze the competition, define their target market, create a name, and strategy for the product. The assignment will be made up of the following elements: brand name development, logo, identity system, graphic standards guide, packaging, website home page, and retail presentation.

3. New vehicle launch for the LA Auto Show

Students will select a vehicle of their choice to launch at the LA Auto Show. The automotive category is one of the most competitive markets today. Every year car companies introduce new vehicles to consumers with much fanfare at the Los Angeles International Auto Show. Students will select a vehicle model within an existing brand, identify the competitive market set, define their target market and create a launch campaign directly targeted to Auto Show consumers. The assignment will comprise of the following elements: vehicle launch book handout, video digital display, micro-site home page, poster signage, give away items (bags shirts, hats, key fobs, etc...)

All of the projects above shall include a workbook / sketchbook, which will be comprised of research, inspiration and all explorations. It is important to save all materials and information associated with the development of your work in this course. The workbook will need to be turned in at the end of each project, along with your final presentation.

The design challenges are evaluated according to design, idea, innovation, concept development, presentation, and skills. See evaluation criteria for full details. A portfolio of your in class work, including presentations, will be required at the end of the semester in order to obtain a grade. Save all your work.

3. GUEST LECTURERS:

Special guest lecturers will be brought in to discuss each specific design challenge from a real-world perspective. These lecturers will be able to provide insight into the design challenge and help the students direct their efforts towards a successful final presentation.

4. LECTURES / STUDIO DAYS:

On days where lectures don’t take up the entire class, studio time will be offered. Studio workdays will be for work in progress reviews and are designed to provide an opportunity to work with the instructor one-on-one. While there are quite a few studio hours available, plan to spend at least 8 hours per week outside of studio time in order to complete these assignments. See class schedule for more details.

5. STUDENT PRESENTATIONS / CLASS CRITIQUES:

Presentations are required all the time in the professional world. Class presentations and critiques during project development allow students to observe other projects in progress, to gain confidence in the verbal presentation of ideas, to express critical evaluation of other student’s projects, and to evaluate their own work.
WEEK 1:
1_MON 1/25 - GENERAL INTRODUCTIONS
Introductions course review: Assignments outline, expectations, handouts, questions and answers.
2_WED 2/27 - DESIGN CHALLENGE 1
Create an integrated brand campaign for AMPLA: Athletic footwear brand, using existing graphic standards and assets. Present to Client: 2/24

WEEK 2:
3_MON 2/1 - PRESENTATION / STUDIO LAB
Translating The Creative Brief; the core of every graphic design project.
Studio Lab / Individual reviews of Design Challenge 1
4_WED 2/3 - DISCUSSION / ASSIGNMENT 1 / STUDIO LAB
Thinktopia, Primal Branding book overview.
Assignment 1: Primal Branding Report PDF due 5/11
Studio Lab / Individual reviews of Design Challenge 1

WEEK 3:
5_MON 2/8 - PRESENTATION ASSIGNMENT 2 / STUDIO LAB
What’s your brand style?
Assignment 2: Create a Pinterest profile, present to class 4/18
Studio Lab
6_WED 2/10 - CLASS CRITIQUE_DC1
Present Design Challenge 1 progress to the class / Studio Lab

WEEK 4:
7_MON 2/15 - DISCUSSION / STUDIO LAB
Get a Job! What’s out there and what are your options / Studio Lab
8_WED 2/17 - DISCUSSION / STUDIO LAB
Design concept through execution Studio Lab / Individual reviews of Design Challenge 1

WEEK 5:
9_MON 2/22 - STUDIO LAB / FINAL, REVIEWS OF DESIGN CHALLENGE 1
10_WED 2/24 - STUDENT PRESENTATIONS/GUEST REVIEWER
Design Challenge 1: presentations.
Guest reviewer: David Bond, CEO AMPLA

WEEK 6:
11_MON 2/29 - DESIGN CHALLENGE 2
Packaging Design and Branding for a start-up baby food brand: Create launch baby food business / Present to client 3/30
12_WED 3/2 - PRESENTATION GUEST SPEAKER STUDIO LAB
6 years out of CSUN: What’s that like? Guest speaker: Andrei Gheorghe. CSUN graduate. Designer, Saputo Design / Studio Lab

WEEK 7:
13_MON 3/7 - PRESENTATION/ STUDIO LAB
Packaged goods identity and branding / Studio Lab
14_WED 3/9 - DISCUSSION/ASSIGNMENT 3
What’s your brand? What makes you creative?
Assignment 3: Create and present a PDF of designers and artists who influence your style due 4/27 / Studio Lab

WEEK 8:
15_MON 3/14 - CLASS CRITIQUE_DC2
Present Design Challenge 2 progress to the class / Studio Lab
16_WED 3/16 - PRESENTATION/STUDIO LAB
Brand Creed Manifesto; what all brands need to live by. Overview of branding as it pertains to strategy and it’s relevance to graphic design / Studio Lab

WEEK 9:
17_MON 3/21 - SPRING BREAK No Class
18_WED 3/23 - SPRING BREAK No Class

WEEK 10:
19_MON 3/28 - STUDIO LAB
Individual reviews of Design Challenge 2 / Studio Lab
20_WED 3/30 - DISCUSSION
The creative brief: Interpreting the client’s strategy / Studio Lab

WEEK 11:
21_MON 4/4 -STUDIO LAB
Jobs - Your competition and what their portfolio looks like. Final individual reviews of Design Challenge 2 / Studio Lab
22_WED 4/6 - STUDENT PRESENTATIONS/GUEST REVIEWER
Design Challenge 2 student presentations.
Guest Reviewer: Jen Phillipson, Sr Designer Saputo Design

WEEK 12:
23_MON 4/11 - DESIGN CHALLENGE 3
New vehicle launch at the LA Auto Show Present to client 5/16
24_WED 4/13 - GUEST SPEAKER / STUDIO LAB
Guest speaker: Nels Dielman, ACD Team One Advertising

WEEK 13:
25_MON 4/18 - STUDENT PRESENTATIONS / STUDIO LAB
Assignment 2 Due: Present your Pinterest profile / Studio Lab
26_WED 4/20 - CLASS CRITIQUE_DC3
Design Challenge 3 in class critique, direction review of concept thumbnails / Studio Lab

WEEK 14:
27_MON 4/25 - GUEST SPEAKER
Assignment 3 Due: Present PDF of your design influences. Studio Lab
28_WED 4/27 - ASSIGNMENT 2 DUE / STUDIO LAB
Cynthia Jacquette Hopkins: ACD, Kaiser Permanente Design

WEEK 15:
29_MON 5/2 - DISCUSSION / STUDIO LAB
Your Portfolio / Studio Lab
30_WED 5/4 - GUEST SPEAKER / STUDIO LAB
Ami Lewis, ACD 72 & Sunny LA.

WEEK 16:
31_MON 5/9 - STUDIO LAB
Studio Lab
32_WED 5/11 - STUDIO LAB
Final Studio Lab and individual reviews of Design Challenge 3. Assignment 1: Primal Branding Report Due submit PDF

FINAL
MON 5/16 - CLASS FINAL: STUDENT PRESENTATIONS DESIGN CHALLENGE 3, TIME TBD
EVALUATION CRITERIA

PROJECT SUBMISSION:
All final assignments are to be submitted digitally and individual notebooks/sketchbooks can be submitted with each Design Challenge. Design Challenge presentations should be prepared in the following formats: PDF, Keynote, or PPT. Students are required to submit a thumb drive or hard drive at the end of the semester, which should include all projects in a portfolio style format. It is crucial students keep a back up of all work as it is completed. Loss of data is no excuse for not having work in a portfolio.

PROJECT PENALTIES:
In the real world, if you’re late with your assignments, or your assignments are incomplete you can lose your job and damage your professional reputation. It is crucial that you plan your time well to get all of your assignments completed. Plan ahead in the event something goes wrong with your final presentations. If projects are turned in on time but are not completed, penalties will be determined based upon level of completion.

GRADE BREAKDOWN:
Feedback on main projects will revolve around how well you followed the strategy (assignment), the idea/concept, how well the presentation is set up and level of completion.

A total of 100 points are possible for the course. Final course grades are issued based on total points awarded for each assignment as follows:

ASSIGNMENT POINTS:
Footwear Branding Assignment – 25 points
Baby food Branding Assignment – 25 points
Auto Show Brand Assignment – 25 points
Primal Branding Report – 15 points
Design Influences Assignment – 5 points
What’s your Brand Assignment – 5 points
TOTAL – 100 points

FINAL GRADE CRITERIA:
“A” level grade: Thinking and execution clearly stand out; exhibits mastery of problem solving, design technique and presentation. Exhibits mastery of learning outcomes.

A  93-100 points
A-  90-92 points

“B” level grade: Grasps subject matter at a level considered to be good to very good. Exhibits partial mastery of learning outcomes.

B+  87-89 points
B  83-86 points
B-  80-82 points

“C” level grade: Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning.

C+  77-79 points
C  73-76 points
C-  70-72 points

“D” level grade: Quality and quantity of work is below average, exhibits only partial understanding and skills are not acceptable to progress in graphic design.

D+  67-69 points
D  63-66 points
D-  60-62 points

“F” level grade: Quality and quantity of work is below average and is not sufficient to progress in graphic design.

F  59%- 29.5-0 points
**FILES & ORGANIZATION:**

- Students are required to bring a notebook or sketchbook pertaining to the current design challenge to each class and use it to develop their assignment.
- Students are responsible for turning in the sketchbook, along with a thumb drive or hard drive of the final assignment at the end of each design challenge to show the progression of thinking and design development throughout the project.
- Students shall clearly label thumb drives, hard drives and digital file folders with first and last name and project name. Instructor will provide guidelines on how each final presentation should be set up at the beginning of each design challenge.
- It is each student’s responsibility to back up work on a separate hard drive, CD or DVD. The loss of files is not a legitimate excuse for failing to deliver an assignment by deadline.
- Students may source imagery on-line only if the imagery meets the end use dpi requirements – meaning any pixelated or poor quality imagery will automatically result in a lower grade.

**GENERAL PROTOCOL:**

- In order to gain the full benefit of this course, attendance is mandatory.
- In order to gain the full benefit of this course, students must devote at least 8 hours per week outside of class to their course work.
- Throughout the course, there may be various visual presentations, demonstrations, discussions and handouts not presently indicated in the syllabus.
- Throughout the course, there will be various reading assignments and possible quizzes not presently indicated in the syllabus.
- Students are responsible for all information missed due to absence or tardiness. Demonstrations and information will not be repeated.
- Students are expected to generate computer output outside of class.
- The processes provided in this course description shall be used for the development of each project—noncompliance with this process shall result in the lowering of project grade:
  - Desktop monitors may be turned on only during lab time. Laptops may be open only during lab time.
  - Student's cellular phones must be turned to “silent” during class.
  - With the exception of emergencies, students may only walk out of class during lab time and breaks.
- Students are advised not to eat in the classroom. Food should be eaten before class, during the break and after class outside of the classroom. All drinks must be capped when not being consumed.
- Your instructor may need to contact you through email. It is imperative that you either access your University email account or have it forwarded to your regularly used email account.
- Students wishing to bring visitors to class must first make arrangements with the Art Office.
- At the end of the semester, all students must provide a thumb drive or hard drive with a comprehensive presentation of all design assignments.
- Delivering both outstanding work and more than what is expected is encouraged.

**ATTENDANCE AND PARTICIPATION:**

- Roll will be taken at the beginning of class.
- Students not present at the time of roll will be considered absent.
- Being tardy 3 times is equal to one absence.
- 3 absences will lower a student’s grade by one full point. (ex: B- to C-)
- 5 absences will lower a student’s grade by two full points (ex: B- to D-)
- 6 absences: Student will not pass the course
- A doctor’s note will not excuse absences. A medical withdrawal from the course is recommended for illnesses extending beyond 2 class sessions.
- Missing more than 30 minutes of class is considered an absence.
- Two late arrivals and/or early departures over 15 minutes will be counted as one absence.

Because the University emphasizes group interaction in the classroom, attendance is required and is a strong determinate to success in this course. If a student is absent, his/her benefits received from classroom involvement are lost—as are contributions which otherwise could have been made to the learning of fellow students. Students are responsible for all material assigned or discussed in class. Students may not leave the classroom during critiques, discussions and demonstrations. Students may leave the classroom during the break, which is approximately 75 minutes after the beginning of class.

**LATE WORK:**

Deadlines: All completed assignments will be delivered on the due date promptly at the beginning of class. Late work will not be accepted. An absence is not an excuse for a late project.
ETHICS AND INTEGRITY:

Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN. Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.

Definitions of Academic Honesty:
1. CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.
2. FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.
3. FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.
4. PLAGIARISM is the submission of another’s work as one’s own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

WRITING CENTER:

Students having difficulty with writing assignments are encouraged to contact the Writing Center at: http://www.csun.edu/s/irc/writing/.html

CODE OF STUDENT CONDUCT:

Information may be viewed online at: http://www.csun.edu/a&r/soc/studentconduct.html

FIELD TRIP POLICIES:

Besides being required to sign 1) an Informed Consent Form and 2) a Vehicle Authorization Form, students must also include their name on 3) a list of those attending the field trip. They may also be required to sign a Guest Confidentiality Form from the particular business being visited.

STUDENTS WITH LEARNING DISABILITIES:

If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.