

4355: Visual Identity Systems-Spring 2016

*****This syllabi is subject to change*****

COURSE REGULATIONS

Instructor

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Office Hours: Tuesdays and Thursdays 8:30-10:15 and by appointment

Section

4355: 001 Visual Identity Systems.

Time and Place of Class Meetings

4355: 001 Visual Identity Systems meets on Tuesdays and Thursdays, 11-1:50, 357 FA.

Email Class Policy

Assigned class times are our primary appointment time. All course work (research, thumbnails, roughs, comps, etc) will be reviewed during class time. DO NOT attach, link, or embed visual files to emails as a method of review.

The best time to ask questions about class assignments, quizzes, tests, and presentations are during class time. Students needing individual consultation may email me in regards to their concerns, or consult with me during my office hours after class. Please be aware that due to the quantity of email I receive, an important message may be missed or a response to your email may take time. If your email has not been responded to within two days, please contact me again either in person or via email. In addition, weekend or holiday email messages may not be received until the following week or until the holiday break is complete.

Course Description

The course name “Visual Identity Systems” refers to the application of complex visual communication skills learned in other classes to the development of a visual identity system. The majority of the problems in this class will focus on a “system’s approach” to design, i.e. developing a design system for a client that you will need to adapt to a variety of forms and communication purposes.

Description of Instructional Methods

The structure of the class includes lectures, demonstrations, and in/outside class studio activities. Projects will be assigned and will be due on scheduled dates. Each project will include an introduction to the specifics of what is expected and what concepts we are covering.

Feedback on your project is ongoing with individual consultations and daily desk crits. Further description of the importance of desk crits: weekly or bi-weekly meetings with faculty at your desk (or faculty desk) to discuss the on-going progress of your work. This is one of the primary means of teaching in in this class as well as this program. Desk crits are an ongoing conversation that functions as means of continual iterative assessment. It is important to be prepared, have a list of problems or discussion points, questions, and most importantly visible evidence of work. Come to class prepared to receive direction and commentary.

At the completion of assigned projects a critique/class review will take place. Grades will be presented after each project and at the conclusion of the semester (grades are usually complete within two weeks of each project completion, if you happen to be gone on the day that I hand back grades make sure that you request your project evaluation sheet). Please review the grading criteria and course requirements information. During the semester if you have any questions please contact me by e-mail, during class or office hours, or by appointment.

A Loose Definition of Visual Communication

Visual communication, graphic design, graphic communication, and advertising design are all terms that refer to the design of images used to transfer information within our culture. Designs should be legible, attractive, and identifiable messages to educate the public or to sell a product. They may be conveyed via print media, exhibitions, audiovisual media, multimedia, and new and emerging technologies.

Student Learning Outcomes

- Students will work on a group project, learning to apply their skills in a professional group context.
- Students will experience the dynamic and challenging creativity of group projects.
- Students will continue to strengthen their concept-development skills through thumbnails, roughs, and design mockups and comps.
- Students will continue to evolve their own personal “design style,” based on personal esthetic AND awareness of contemporary design.
- Students will conduct research to determine “client” needs and how to best present a creative solution for that “client.”
- Students will experience the challenges and rewards of designing several visual identity system. Designing for a visual identity system comprised of multiple pieces of varied sizes and dimensions is a difficult and sometimes frustrating task.
- Students will learn how to coordinate visual style with visual concept across multiple pieces with varying formats.
- Gain awareness of current design trends and philosophies.

Recommended Reading Resources

Landa, Robin, *Designing Brand Experiences*, 1st edition.

Neumeier, Marty, *The Brand Gap*

Current industry periodicals such as Print, How, Communication Arts, other materials as required.

Course Materials

The materials listed below are the minimal amount of materials needed for this course, and in most cases are materials used in several visual communication classes. Additional materials above and beyond these required materials may be necessary according to your own unique design decisions for your projects.

Design Process Book- a 3 ring binder (8 1/2 x 11” with pages you insert into clear plastic protectors). If using a 3 ring binder as your design process book you will need to supply paper to sketch on: plain white photocopy paper or tracing paper (8 1/2 x 11) works well and fits neatly into the 3 ring binder.

USB Drive.

8 1/2 x 11" sketching paper (plain white photocopy paper will work well)

Clear plastic protector sheets (50 count)

Adhesive of your choice. Double-stick tape, spray adhesive

15x20" Black, grey, or white mattboard (10x)

11x17" self healing cutting matt OR a 15x20" mattboard to cut on

X-acto knife and sharp blades

pencils or pens to sketch with

other materials as dictated by your individual creativity. This is a senior level course...who knows where your creativity will take you!

Expectations for Out-Of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 12 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for critiques, etc.

Description of Major Assignments and Grading Weights

Visual Identity Systems is a visual communication studio course, and as such, the projects completed during this semester are primarily hands on and visually based: intended to strengthen a student's design skills and potential portfolio.

Assignment 1=33%
Assignment 2=33%
Assignment 3=33%

Assignment 1 is assigned to groups of 3 to 4 students. The group as a whole is responsible for turning in work and for the final grade. Each student will receive an overall grade from the group project provided by the instructor (75%) as well as a peer assessment grade (25%) from other group members. Business of group's choice, product driven.

Assignment 2 is an individual project, and will be assessed 100% by the instructor. Business of student's choice, product driven.

Assignment 3 is an individual project, and will be assessed 100% by the instructor. Business of student's choice, experimental formats / electronic distribution / social media / toy / restaurant, ok.

Creative exercises may be assigned during the semester to supplement the learning goals of the Assignments. These exercises will be factored into the research and craft components of the gradesheet.

Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels; see "Student Support Services". Please read the grading information I have included in this syllabus.

Attendance

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section I have established following attendance policy: Attendance will be taken promptly at the beginning of each studio period. You are required to be in the studio on time and remain until the end, or until dismissed. If you are late, it is your responsibility to make sure that you are counted as present.

You will be allowed three unexcused absences throughout the semester. MISSING A CRITIQUE DAY = TWO ABSENCES. Come to critique whether your project is completed or not.

Consistent tardiness and/or leaving early will be noted, and will affect your grade. A tardy = 1-10 minutes late. If a student is more than an hour late to class (60 minutes) they will be counted as absent for the day. Students that come to class for the beginning of the class and then leave without permission will be assigned a tardy. Come to class on time and maximize your use of the facilities.

Five tardies or early absences will equal one absence. A tardy on critique day = two tardies. Most announcements, lectures, demos, and critiques start promptly at the beginning of class, therefore, students late to class will miss critical information. Lectures and demos will not be repeated. **If you are tardy and/or leave early, you are responsible for obtaining missing information from your classmates and turning in work.**

At a fourth absence you can expect your course grade to be lowered one full letter grade (a B would go to a C grade and so on). Five absences lower the grade yet another full letter grade. At six absences, the grade will lower yet again. An excused absence will require a dated (for the day(s) missed) slip from your doctor. Verbal excuses or phone calls are not acceptable.

Tardies and absences are detrimental to your learning process and grade, and in the professional world would result in speedy dismissal from a job.

It will be necessary to work outside of class. Care will be taken, however, to provide as much class time as possible for work time.

Other Requirements: Due Dates

Work is due at the beginning of a class! Come to class with your projects completely mounted and ready to pin up, or otherwise ready to present. Work not completely ready for critique at the beginning of class automatically loses one letter grade.

Late projects will drop one letter grade for each class day late. Projects are due at the beginning of the class period unless otherwise informed. **Organize your time and plan ahead!**

Other Requirements: Critiques

Critiques are a vital part of learning design. Consistent failure to bring work to critiques will adversely affect your grades, plus you will lose the vital opportunity to receive input or discussion concerning your work. In addition, as stated earlier, missing a critique day counts as two absences.

Students reading, napping, working on projects, using computers/ smart phones/ tablets/ electronic equipment etc., or otherwise not actively participating in critique will be marked as absent in the attendance log if physically present in class. Bring your work, positively contribute to the discussion, and take this opportunity to learn from your colleagues! Disruptive students will be dismissed from the classroom.

Occasionally critiques may overlap into the next class period. If such is the case, that second class period will also be counted a critique day (*even though it is not marked in the calendar*) with the appropriate attendance requirements. Therefore, it is to all of our benefit to complete a critique in a timely manner.

Grading Policy

Assignments are evaluated not only on the final project, but also on the quantity and quality of creative exploration invested during the entire design process. All research materials will be neatly turned in for grading in a Design Process Book (refer to Materials list). Final projects will be submitted for grading as stated in the individual assignment briefs. Sloppy organization of the Design Process Book will adversely affect the overall grade.

Assignments evaluations will be gauged according to a letter scale (A, B, C, D, F). Occasionally a grade sheet (such as a group project) uses a standard numerical grade scale A=90-100, B=80-89, C=70-79, D=60-69, F=0-59. Requirements for each level are as follows:

Visual Assessment

1. Completion of problem as outlined in Instructor handout and presentation

- [A] The student has completed the assignment and has accomplished all aspects of the problem at a high level. The student is encouraged to expand the solution(s) of assignment after satisfying the initial brief.
- [B] The problem has been completed and the student has presented solutions that satisfy a high percentage of the assigned problem.
- [C] The project has been completed but the student may have missed a number of details related to the successful completion of the project.
- [D] Numerous aspects of the completed project do not satisfy the objectives of the assigned problem.
- [F] A major disregard for assigned project.

2. Innovative Idea Development

- [A] Completed project reflects a high level of thinking and solution development. The idea captures the nature of problem assigned and powerfully communicates it visually. Memorable ideas...
- [B] Effective solution to assigned problem. Ideas are engaging.
- [C] The idea solves the assigned problem. May need development to be more effective.
- [D] Attempts have been made to develop effective solutions but the ideas fall short to be engaging.
- [F] Significant problems in development of ideas for the project have occurred. Please see the instructor.

3. Understands and uses design/compositional strategies

- [A] Highly refined use of design theory and compositional strategies.

- [B] Good use of design and compositional concepts.
- [C] Acceptable use of design and compositional concepts.
- [D] A number of problems in the design and composition of completed project.
- [F] Numerous problems in the use of design and compositional strategies.

Technical Assessment

4. Implements technical skills

- [A] Finished project is completed and presented with a high degree of technical skill. It is very neat, clean, and has a professional quality.
- [B] Good quality in technique. Has a level of applied technical skill that will not affect the finished project in a negative manner.
- [C] Average technical quality. Refinement would be required to advance the presentation level of the completed project.
- [D] Numerous technical issues need to be improved.
- [F] Very little evidence of technical care in the development of the project.

5. Daily preparation for studio class: staying on task, bringing appropriate art materials to class, and participating in class discussion and project critiques

- [A] Student is always ready for studio with materials out and in use. Is willing to discuss their work with fellow students in formal and informal settings.
- [B] Student is consistently prepared for studio and many times will contribute verbally in critiques.
- [C] Student is inconsistent in preparation for studio and class participation.
- [D] Student is rarely prepared for studio... excuses used frequently.
- [F] Very little evidence of student interest in studio.

6. Preliminary research that leads to the development of an assigned problem as requested by the instructor

- [A] All research requested was completed at a very thorough level. Shows time and effort and involved at a high level.
- [B] Good research quality has a broad range of materials and resources.
- [C] May be lacking in quality and quantity. More time required to fully examine project possibilities.
- [D] Weak examples and lack of evidence of project research.
- [F] Very little evidence of quality investigation/ documentation.

Completion of all assignments is required to pass this class.

Grade Sheet

Project grading sheets will normally have the following categories:

1. Completion of problem as outlined in handout and presentation
A B C D F
2. Innovative idea development
A B C D F
3. Understands and uses design and compositional strategies
A B C D F
4. Implements technical skills
A B C D F
5. Daily preparation for studio class: staying on task, bringing appropriate art materials, and engaging/participating in class discussions and project critiques.
A B C D F
6. Preliminary research leading to the development of an assigned problem
A B C D F

Occasionally individual assignment grade sheets may come in a slightly different configuration, but the general categories will remain the same.

Social Media Restriction

Please refrain from use of cell phones for texting, facebooking, tweeting etc during class time. You can NOT watch video/movie/music video during class time. If you have to make and/or receive an urgent phone call, please do so outside of the classroom.

Extra Credit

Extra credit opportunities may be announced during the semester.

Course Final Grades

The final grade is an average of all graded activities. If assignments are added/deleted or modified, the instructor will factor the change in the activity into the final grade. Additionally tardies and missed classes will be factored into the final grade after all graded activities are averaged.

Grade Grievances

In attempting to resolve any student grievances regarding grades, it is the student's obligation first to make a serious effort to resolve the matter with the individual with whom the grievance originated. Individual course instructors retain primary responsibility for assigning grades. The instructor's judgment is final unless compelling evidence shows discrimination, preferential treatment or procedural irregularities. If students wish to appeal, their request must be submitted in writing—on an appeal form available in departmental or program offices—to the department chair or program director. The student has one calendar year from the date the grade is assigned to initiate the grievance. The normal academic channels are department chair or program director and then academic dean. However, before considering a grievance, the department chair or program director will refer the issue to a departmental or program committee of faculty. If the student does not find the committee's decision acceptable, the student may appeal to the academic dean. The decision of the dean is final. Information specific to the procedures to be followed in each academic unit is available in the office of the academic dean. The dean of the college or school in which a student is enrolled, or the Executive Director of University College if the student has not declared a major, has jurisdiction over the student's program of study, degree requirements and all other academic matters including grievances. However, students taking a course in a college or school other than the one in which they are primarily registered are subject to the dean of the college or school in which the course is offered concerning the course and academic grievances regarding the course.

Information regarding grievances for matters other than grades is available in the Student Rights section of the catalog.

Source: <http://catalog.uta.edu/academicregulations/grades/#undergraduatetext>

Student Grievance Procedures (Department Policy)

Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication FAB 335. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue. If at that point the problem is not resolved it will be reviewed by the Departments Grievance Committee. All resolutions will adhere to university policies.

Departmental Studio/Lab Policy

Students are expected to adhere to studio rules and regulations as set forth by the department, instructors, and staff. Students violating these rules will be subjected to the disciplinary policies outlined in the Handbook of Operating Procedure, as provided for in the Student Policies section.

Visual Communication Studio and Lab Policies

Remove excess project materials from the work area, such as scrap paper, extra prints, or research materials. Secure a locker for storage of project materials. Projects left in the studios/ labs will be discarded. Students are responsible for cleaning up after themselves.

Do not cut directly on the tables, desks, or counter tops in the department. Flip a sketchpad over and use the cardboard as a cutting board underneath your work, or use a large piece of mattboard. Better yet, buy a "Self-Healing Cutting Matt" from a craft store.

Aerosol spraying of any type is prohibited within or on the grounds of the Fine Arts Building and the Arts Annex.

Drop Policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance. If you stop attending class and do not drop, you will receive an F.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Disability Accommodations

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

Title IX Policy

The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Academic Integrity

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the

honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located at the east end of the hallway immediately adjacent to the classroom. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Student Support Services

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>

Other Comments

A common complaint that students have about the classroom environment is "I don't like that music!" Generally, if there are no lectures or demos scheduled for the day, you may listen to your own music BUT ONLY THROUGH HEADPHONES. If the computer you are working with doesn't have a headphone jack, then do not play music. Period. Furthermore, when a lecture or demo begins, the music goes off *and* the headphones come off.

First violation of this rule gathers a verbal warning. The second, third, fourth, etc. violations earns a dismissal for the day, and a recorded absence in the gradebook for that day.

Cell phones are often disruptive to other students. Therefore, turn off your cell phone ringer while in the class or lab. If

you need to make a call, then step outside so as not to disturb the other students.

The departmental printers and computers are a wonderful resource provided for art student use. However, there may be times in the semester when the computer lab and/ or the printers will be unavailable for use. Please be forewarned that you may have to find alternative ways to print out your files. University resources are a privilege, not a right. Leave adequate time in your project schedules in order to print off-campus if necessary.

Calendar

As the instructor of this course, I reserve the right to adjust this schedule and project requirements to better serve the educational needs of the students enrolled in this course—Lisa M. Graham

Dates may change as the class assignments evolve. If in doubt, ask!

“Work” means work in class until end of class or dismissed.

1/17: First day classes, syllabi, obtain supplies for next class
1/19: Intro Assignment 1
1/24: Work
1/26: Work
1/31: Work

2/2: Work
2/7: Work
2/9: Work
2/14: Work
2/16: Assignment 1 due. Critique
2/21: Intro Assignment 2
2/23: Work
2/28: *Photos of Assignment 1 project turned in*

3/2: Work
3/7: Work
3/9: Work
3/14: SPRING BREAK
3/16: SPRING BREAK
3/21: Work
3/23: Assignment 2 due. Critique
3/28: Intro Assignment 3
3/30: *Photos of Assignment 2 project turned in*

4/4: Work
4/6: Work
4/11: Work
4/13: Work
4/18: Work
4/20: Work
4/25: **Assignment 3 due. Critique**
4/27: Activity TBA

5/2: Activity TBA
5/4: Last day to turn in redo projects

All work and redos will be due the last day of class, no later than the end of class. Only work turned in by the due date will be considered for credit. Final pickup date of graded work will be announced.

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381</p>

Course Awareness

I have read and understand this syllabus. Any questions I have regarding this syllabus have been presented to and answered by the professor teaching this course. I understand that the department of art and art history adheres to university policies and I have read and understand university policies.

Please go to:

www.uta.edu/catalog/general/academicreg

<<http://www.uta.edu/catalog/general/academicreg>>

to read university policies if you have not yet done this. It is the responsibility of the student to obtain and read this information.

Name:

Date: