

# History & Practice

Students develop and refine visual and problem-solving skills through design, research, and writing. Skills will be enhanced in text and image-based design programs. Slide lectures and readings on graphic design history and theory focus on grounding the practice of design in its cultural and historical context. Projects may include identity design, resume writing, and newsletter design.

*Prerequisite: Art 231 or permission of instructor. (Fall).*

## ART 331 — Graphic Design: History and Practice

### Class Meets

Mondays, 9:00am to 11:30am

South Hall, Room 104 — 08/31/2015 - 12/11/2015

### Time Required Outside Class: (estimate)

- Preparing projects, (lab time) sketching, and reading for class, Study for quizzes = 10 hours x 15 weeks = 150 hours
- Field trip to NY, or alternate trip = 12 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

### Important Dates

August 31	Classes Begin
September 3, 6:30-8 pm	Payne Gallery Reception – Tiger Strikes Asteroid (contemporary gallery)
September 7	Labor Day – classes held, most college offices closed
September 8	Final day for course changes (drop-adds)
September 8, 4:30 pm	HUB Gallery Reception – Kris Kotsch “As the Crow Flies”
September 24, 10:00	InFocus Convocation
October 8, 6:30-8 pm	Payne Gallery Reception – Jules Buck Jones (installation sculptor)
October 9	Mid-Term
October 10-13	Fall Break
November 6	Last day for withdrawal with W
November 6	NY Trip (alternate trip(s) still to be scheduled)
November 10, 4:30 pm	HUB Gallery Reception – Matt Beniamino '13 – Invision Photo Festival
November 12, 6:30-8 pm	Payne Gallery Reception – Mavis Smith (egg tempera painter)
November 25-29	Thanksgiving Break
November 30, 4:30 pm	HUB Gallery – closing reception for student show
December 11	Last Day of Classes
December 11, 11:45 am	HUB Gallery Reception – Kristin Baxter FYS Class Show
December 14-18	Exams and Critiques

## Professor

Camille Murphy, Office Hours by Appointment.

Please contact me via Blackboard or email at [murphyc@moravian.edu](mailto:murphyc@moravian.edu)

## Course Textbook

*Meggs' History of Graphic Design* by Philip B. Meggs, 5th Edition, John Wiley & Sons, New York 2011

## Course Goals

- Learn about graphic design history and apply that knowledge to your own work.
- Learn about the Process, Practice and Business of Design and explore future career options.
- Create a personal brand and visual identity system.
- Develop printed collateral materials and social media presence to support your personal brand proposition.

## Grading

Student performance will be evaluated based upon the following criteria:

- Assignments: 10 x 100 points each = 1000 Points
- Quizzes: 4 x 200 points each = 800 Points
- Midterm: 300 Points
- Final: 300 Points
- Process Book and Pinterest Boards: 200 Points
- Grade equals percentage earned against possible 2600 points. For example if your total points earned are 2400, then  $2400/2600 = 92.30$ , or an A-.

## Standard numeric grading scale

A	94-100	B -	80-83	D +	67-69
A -	90-93	C +	77-79	D	64-66
B+	87-89	C	74-76	D -	60-63
B	84-86	C -	70-73	F	below 60

## Due Dates and Late Work

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

## Cheating and Plagiarism

Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

## **Attendance**

Consistent attendance will be critical to your success in our class. After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness).

Death in family should be confirmed with Student Services.

Documentation is required for sports. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

## **Missing Portions of Class**

The following count as unexcused absences

- Arriving more than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

## **Disability Statement**

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support, lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

## **Student Conduct**

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

## **Required Materials**

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- X-Acto No.1 or Gripster Knife (holds no. 11 blades)
- spray mount or other mounting supplies
- Speciality papers - Resume Paper, Papers for Leave-Behind, etc.

## **Guest Speaker(s) and Event(s)**

To be announced

# Practice Deliverable Check List

## Research & Planning

1. Start sketching plans, thumbnails, ideas, etc. in Process notebook
2. Set-up and begin pinning inspiration to Pinterest Portfolio Mood Board

## Branding & Social Media

3. 30 logo thumbnails
4. 3 black and white logo options in Illustrator
5. Create final .pdf Style Guide including colors, fonts, final logo in Indesign
6. Create a LinkedIn.com, Behance.net + one other Professional Social Media Page (more than 3 encouraged, +10 extra credit offered for more than 500 friends/followers on each account)

## Portfolio Website

7. Write the copy for a compelling About Me page. Minimum 6 sentences.
8. Shoot and/or illustrate personal portrait to accompany your About Me Page, Behance.net, LinkedIn.com.

## Printed Support Materials

9. Branded Business Card, Letterhead and Envelope created as 3 artboard set in Illustrator, printed on selected paper + .pdf version. Get set of business cards printed at moo.com or other location.
10. Branded 1-page Resume printed on selected paper + .pdf version under 500k created in InDesign. Must match LinkedIn.com.
11. Develop branded business documents including Estimate, Change-Order Form, and Invoice. Create a unique and compelling branded leave-behind self-promo item.

## Final Interview

12. Prepare for a Practice Interview. Send cover letter and resume in advance and then go on your final interview. Dress Professionally, bring a printed resume, portfolio (online and printed), business card, and leave behind. Be prepared to answer and ask questions, including your answer to the question, "Which designers are you inspired and influenced by?"

## 8/31 | Introduction & Research

Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.

**Lesson:** Understanding the importance of branding for consistency. Review online examples of excellence in branding; discuss what makes a great identity. What are the components of an identity system? How does research play an important role in creating a brand? Logo design and development.

**Assignment 1:** Select Eras, sketch 30 logo thumbnails & key-art ideas. Begin reading Part I and Part II, Prehistory - Renaissance in textbook.

**Assignment A:** Sketch 30 personal logo ideas, set-up Pinterest, LinkedIn.com, Behance.net + more and begin pinning inspiration to Mood Board on Pinterest, filling out info, adding contacts on others.

## 9/7 | Logo Design

**Critique:** Logo thumbnails and concept sketches

**Lesson:** Part I and Part II, Prehistory - Renaissance

**Lab:** Advanced Logo Design in Illustrator

**Assignment 2:** Develop 3 best history era logo thumbs into digital directions using Illustrator., Read Part I and II in textbook

**Assignment B:** Develop 3 best personal logo thumbs into digital directions using Illustrator.

## 9/14 | Style Guides & Key Art

**Critique:** Logo directions

**Lab:** Advanced Logo Design in Illustrator

**Assignment 3:** Develop best history era logo into style guide and 3 first drafts of key art, Read Part I and II in textbook

**Assignment C:** Create Personal Brand Guidelines as multiple page document in InDesign. Must include colors, fonts, final logo, Bio image & Bio text.

## 9/21 - 9/23 | Quiz + Key Art & Stationery

**Quiz:** Part I and Part II, Prehistory - Renaissance

**Critique:** Style Guides & Key Art

**Lesson:** Part III, Industrial Revolution - Arts & Crafts, Art Nouveau, Twentieth-Century Design

**Lab:** Advanced Stationery Design in Illustrator

**Assignment 4:** 2nd Draft of Key Art, Read Part III in textbook

**Assignment D:** First draft Stationery

## 9/28 | Deliverables & Resume

**Critique:** Key Art & Stationery

**Lesson:** Part III, Industrial Revolution - Arts & Crafts, Art Nouveau, Twentieth-Century Design con't.

**Assignment 5:** Build-out of Branded Deliverables using Key Art and Style Guide. Create all as multiple artboard Illustrator file, or use other software as needed. Read Part III in textbook

**Assignment E:** Second draft Stationery, First Draft Resume.

# History Deliverable Check List

## Reading

1. Read all Chapters and Prepare for Quizzes as assigned.

## Design Era Project

2. Create Marketing Materials to promote a Retrospective Show of your Era of design at the Cooper-Hewitt Design Museum. Must include Style Guide and Key Art, then create a minimum of 3 of the following: Social Landing, Homepage, Banners, Poster, Brochure, Postcard, Signage or other.

## Personal Design Inspiration

3. 5 Designers — Research, explore and find 5 contemporary designers working today that inspire you. Create a Moodboard pinning at least 5 pieces of each of their works on Pinterest.
4. 5 Studios/Agencies — Research, explore and find 5 contemporary studios/agencies working today that inspire you. Create a Moodboard pinning at least 5 pieces of each of their work on Pinterest.

## 10/5 | Deliverables, Resume & Social Media

**Critique:** Resume

**Lab:** Advanced Production of Branded Deliverables

**Midterm:** Build-out of final Branded Deliverables using Key Art and Style Guide. Create all as multiple artboard Illustrator file, or use other software as needed. Read Part III in textbook. Comp Midterm for Presentation.

**Midterm:** Second draft Resume, Populate all Social Media

## 10/14 | Fall Break

*(No class Monday - Fall Break)*

## 10/19 | Quiz + Midterm

**Quiz:** Part III, Industrial Revolution - Arts & Crafts, Art Nouveau, Twentieth-Century Design

**Midterm Design Era Due for Presentation & Critique:** Presentation, Project Due

**Personal Brand Deliverables Due:** Final Logo, Style Guide, Stationery, Resume & Social Media accounts.

**Assignment 6:** Begin reading Part IV, Modernist Era

## 10/26 | Profitability & Business of Design

**Lesson:** Business of Design

**Lab:** Create Business Documents

**Assignment 7:** Research 5 Contemporary Designers, Create Moodboard and pin a minimum of 5 works per designer.

Continue reading Part IV, Modernist Era

**Assignment F:** Create first drafts of Estimate, Invoice and Change Order Forms.

## 11/2 | Profitability & Business of Design

**Critique:** Business Documents

**Lesson:** Part IV, Modernist Era

**Assignment 8:** Research 5 Contemporary Studios/Agencies Create Moodboard and pin a minimum of 5 works per studio.

Continue reading Part IV, Modernist Era

**Assignment G:** Create final drafts of Estimate, Invoice and Change Order Forms.

## 11/9 | Design Production Best Practices

**Quiz:** Part IV, Modernist Era

**Lesson:** Design Production Best Practices

**Assignment 9:** Begin reading Part V, Information & Global Design

**Assignment H:** Sketch Leave-Behind ideas

## 11/16 | Career Directions

**Critique:** Leave-Behind ideas

**Lesson:** Part V, Information & Global Design

**Assignment 10:** Continue reading Part V, Information & Global Design

**Assignment I:** Leave-Behind first draft

**11/23 | Job Search & Interviewing Skills**

**Lab:** Leave-Behind, Refine all Documents

**Lesson:** Job Search & Interviewing Skills

**Assignment 11:** Continue reading Part V, Information & Global Design

**Assignment J:** Leave-Behind second draft, finalize all design for interview including final Stationery, Business Documents, Social Media, (Portfolio from Portfolio Class) and Leave-Behind.

**11/30 | Final Interview**

**Quiz:** Part V, Information & Global Design

**Lab:** Refine all Documents

**Final:** Finalize all design for interview including final Stationery, Business Documents, Social Media, (Portfolio from Portfolio Class) and Leave-Behind. Also prepare for interview questions.

**12/7 | Final Interview**

Final Interviews

**12/14 - 12/18 | Final Interview**

Final Interviews