

DESIGN COMMUNICATIONS I - 20588 - ART 365 - 801 Casey McGarr

SYLLABUS

INFORMATION

Instructor: Casey McGarr, Assistant Professor Visual Communication
Office Location: 415
Office Hours: Monday 2:30-3:30, Wednesday 2:30-3:30, by appointment only: phone or email
Office Phone: 214-752-9050
Email: casey.mcgarra@tamuc.edu

REQUIRED AND SUGGESTED TEXT BOOKS AND RESOURCES

Required: Periodical, Communication Arts Magazine

Graphic Design Thinking Beyond Brainstorming, by Ellen Lupton, ISBN 9781568989792, \$16.47 on Amazon

Logo Design Love, by David Airey, ISBN-13: 9780321660763, \$25.93 on Amazon

Suggested: CA, Print Magazine, CMYK, HOW

COURSE DESCRIPTION

This course will introduce and focus on creative methodologies and process utilizing both team and individual problem solving. Course content will address research, targeting and positioning, creative process tools, point-of-difference problem solving as well as formal and aesthetic design issues. Thumbnail ideation, rationale writing, creative sessions, critiques, and computer generated comprehensives will be explored through weekly assignments and in class work.

COURSE OBJECTIVES

1. Understand the value and power of exhaustive research as the first step in the creative process.
2. Develop a basic understanding of marketing and positioning
3. Gain an understanding of various creative methodologies through experimentation.
4. Understand the basic function, process and roles associated with working in creative teams.
5. Introduction to logos and basic company identity and strategy through various collateral pieces
6. Become familiar with Lettermarks, Logotypes & Symbols.
7. Explore basic graphic standards

COURSE STRUCTURE

The class will be a combination of lecture, in class work and critiques with both outside and in class exercises and assignments. The weekly schedule will be rigorous and meant to mimic a "real-world" professional practice environment. A commitment to many hours of homework will be necessary to achieve the goals for this class and its completion. Breaking down and understanding creative methodologies is the underpinning of what we do and sets us apart in the professional realm – and the herd.

ABSENCE POLICY

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning from your instructor and it will be copied to Lee Whitmarsh and filed.
- On your second absence you will receive an e-mail from your instructor and a phone call or email from Lee Whitmarsh, both filed.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals one absence.
- **IF A STUDENT IS OVER 10 MINUTES LATE FOR THE FINAL, A FULL GRADE WILL BE DEDUCTED FROM HIS OR HER FINAL GRADE. IF A STUDENT DOES NOT SHOW UP FOR THE FINAL THEY AUTOMATICALLY FAIL THE CLASS.**

CLASS POLICY

- Cell-phones, head-phones, beepers or other PDA devices may not be turned on or used in class at any time.
- Computers may not be used in class without the permission of the instructor.
- No eating in class, eat lunch before coming to class or at break time.

WHAT TO BRING TO CLASS

DESIGN COMMUNICATIONS I - 20588 - ART 365 - 801 Casey McGarr

SYLLABUS

Bienfang 50 or 100 sheet Parchment pad. 9"x12" (trimmed down to 8.5" x 11", Kinkos can do this for you)
Bienfang 50 or 100 sheet Graphics 360 pad. 9"x12" (trimmed down to 8.5" x 11", Kinkos can do this for you)
Pencils 2B, HB, 2H, 4H
2.5" to 3" black binder for research/process
Stapler
Masking Tape
Black mat board as needed, 15"x20" (Letramax or similar)
An open mind
A thick skin
The gift of gab

SUPPLIES FROM TYPOGRAPHY:

Drawing board with steel edge for T-square
20"-24" T-square
Triangles (2) (optional 10-inch adjustable)
Circle templates and Ellipse templates
French curve set
Schaedler precision ruler
Erasers (Magic Rub eraser, kneaded eraser and Pink Pearl eraser)
Sharpener
Dusting brush
Xacto knife and number 11 blades (100 bulk pack best value)
Spray Mount
Self-healing cutting mat, 12"x18"
Cheap calculator
Burnisher

ASSIGNMENTS (Assignments are subject to change based upon the needs and progress of the class)

Research/ Creative Process 360	16%
Company Logos	16%
Company Letterhead Package	16%
Company Brochure or Web Site	16%
Participation Grade	16%

GRADING SCALE

A 90 to 100 points: Excellent (superior effort and results above and beyond)
B 80 to 89 points: Good (significant effort and hard work)
C 70 to 79 points: Average (minimal class requirements met)
D 60 to 69 points: Below Average (below class average expectations)
F 50 to 59 points: Poor (inferior work and attitude) Credit hours: 4.0

GRADE EVALUATION

Your final grade will be based on an average of all assignments, attendance and an participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, head-phones, or other PDAs as well as unauthorized computer use in class with result in a one-point deduction from the current assignment.

WORDS TO-THE-WISE

Show up, be committed in your work, and immerse yourself in the process. It's your show.

DO NOT FALL BEHIND

SYLLABUS

ACADEMIC INTEGRITY AND PLAGIARISM

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

OFFICE OF STUDENT DISABILITY RESOURCES AND SERVICES

Texas A&M University-Commerce

Gee Library, Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

STATEMENT ON STUDENT BEHAVIOR:

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

STUDENT CONDUCT/CITIZENSHIP

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.