DHA 3352 Graphic Design II: Identity and Symbols

3 credits; post portfolio review; pre-requisite DHA 2351

Mondays & Wednesdays 11:45-1:55pm
Associate Professor Sauman Chu, Ph.D.
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624.9705 (Direct line)
schu@umn.edu
Office Hours: Wednesdays 10:40-11:40 and by appointment

Course Description

This course will build on previously learned graphic design principles including a continued investigation of typography and its application. Students will explore the representation of abstract ideas in the form of symbols for the purpose of building identity. The class will focus on the development of visual identity through a systems approach to design with application to various printed collateral. This course will prepare students to design a symbol, a logotype, stationary system, and collateral products, keeping the identity consistent and intact throughout the process. Students will apply gestalt design principles, figure-ground relationships, and contrast within the structure of the grid to aid organization from piece to piece and within the whole.

Objectives

Upon completion of this course students will:
• demonstrate an ability to communicate abstract and conceptual ideas through the design of symbols
• gain further experience and knowledge in the use of design elements of form, type, color, image, and space
• gain experience designing an identity system and applying it in varied formats
• understand the communication process and be able to generate the most effective way to communicate visually

Expected knowledge

• Students are expected to have experience in text layout and the use of grid systems.
• Fluency with typographic terms and understanding of production process are required.
• Students should have skills in working an illustration program, a page layout program and photo-manipulation.
• Students are expected to have a firm grasp of design principles, color theory, and two-dimensional composition skills.

Attendance

Attendance is absolutely essential and entirely your responsibility as are the consequences of your actions. Attendance for every class and staying for the entire class is required. The student is required to be on time for each class and is expected to work in class for the entire class period. If students arrive 30 minutes or more after class starts, it counts as an absence. Students with more than three absences will receive a reduction of two letter grades from their earned grade (i.e. an A becomes a C) and five absences will receive a F as the final grade.

Incomplete

There are no incompletes given in this class except for situations of extreme medical emergencies. An official letter from a physician must be submitted before an incomplete can be considered. Incompletes must be made up within the following semester, otherwise, an ‘F’ will be given.
University Grading Standards

A - achievement that is outstanding relative to the level necessary to meet course requirements.
B - achievement that is significantly above the level necessary to meet course requirements.
C - achievement that meets the course requirements in every respect.
D - achievement that is worthy of credit even though it fails to meet fully the course requirements.
S - achievement that is satisfactory, which is equivalent to a C- or better (achievement required for an S is at the discretion of the instructor but may be no lower than a C-).
F (or N) Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.
I (Incomplete) Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

Academic Dishonesty

Academic dishonesty in any portion of the academic work for a course shall be grounds for awarding a grade of F or N for the entire course.

Credits and Workload

For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full-semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.

Disability Accommodations

Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any accommodations. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall.

Classroom Conduct

All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled).

Academic Misconduct

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging other's work. Discovery of academic misconduct is grounds for an “F” or “N” for the course.

Harassment

The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

Expectations of Students

• students are responsible for all class meetings and materials, including any information contained in the syllabus
• students are responsible for being on time and preparing for all class sessions
• students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures
• students are responsible for seeking help when needed
• students who need special accommodations are responsible for working with the instructor and the relevant University offices
• students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate forms of expression in this class.

**Course Evaluation**

Students will be required to complete all class assignments. Design work will be evaluated on concept, idea development, research, design process, class participation, execution, craftsmanship, and presentation skills. (See the attached date-specific course outline and schedule). Final course grades will be distributed on a point/percentage system:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Grading: Out of the 400 possible points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Symbol Redesign</td>
<td>10</td>
<td>94%/375 points and above = A</td>
</tr>
<tr>
<td>2: Symbol</td>
<td>75</td>
<td>90%/360 points and above = A-</td>
</tr>
<tr>
<td>3: Logotype</td>
<td>75</td>
<td>85%/340 points and above = B+</td>
</tr>
<tr>
<td>4: Stationery and business card</td>
<td>75</td>
<td>80%/320 points and above = B</td>
</tr>
<tr>
<td>5: Website design</td>
<td>60</td>
<td>77%/308 points and above = B-</td>
</tr>
<tr>
<td>6: Graphic Standards Manual</td>
<td>60</td>
<td>73%/292 points and above = C+</td>
</tr>
<tr>
<td>7: Service learning project</td>
<td>30</td>
<td>70%/280 points and above = C</td>
</tr>
<tr>
<td>* Journal</td>
<td>15</td>
<td>67%/268 points and above = C-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>63%/252 points and above = D+</td>
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<tr>
<td></td>
<td></td>
<td>60%/240 points and above = D</td>
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<tr>
<td></td>
<td></td>
<td>Below 240 points = F</td>
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</tbody>
</table>

* Please note: ALL assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.

**Course Text**


**Critiques**

There will be regular critiques. You are required to attend whether or not your own work is ready for presentation. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a constructive critical eye and increased vocabulary.

**Materials & Expenses:**

The student is required to bring all of the necessary materials for working on assignments to each class meeting. All final comps need to be very tight and of portfolio quality. The estimated cost for necessary printing may be between $20-$50.00 for the semester. Final work must be presented in a neat, professional format. Poorly presented work will lower your grade.

**Late Project Policy**

The student is required to complete all class assignments, and present them on time. Projects, which are one class period late, will be marked down two letter grades. After that time projects will not be graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see your instructor about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course. You will be given as much class time as possible to work on your assignments with your instructor in class. Late work will not be accepted.
Journal
Maintain a professional journal that contains all of your research, work in progress, etc... in an easily accessible presentation that shows the sequence of your work. Document all your brain storms, questions, research, and findings, sketches, problems, type and color studies, etc... in short document and save all materials gathered as part of your project. Consider how to organize, plan and present this material professionally. Make it easy to go through, with work labeled clearly. Bring this Journal or your “rough working” journal to every class. Due 12.16. (15 points)

Course Outline
This course outline is tentative and subject to change depending on the progress of the class. Staying on track is essential to completing your projects. If your projects are not completed as per final specifications, you will receive a lower grade.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W 9.9</td>
<td>Introduction of course, go through syllabus. Discussion of symbols. Discussion of Assignment 1 and 2. Reading pp. 6-13.</td>
</tr>
<tr>
<td>2</td>
<td>W 9.16</td>
<td>Assignment 1 step two due. Discussion of collected symbols, the product regarding its identity development. Purchase product. Reading pp. 56-112</td>
</tr>
<tr>
<td>3</td>
<td>W 9.23</td>
<td>Working session: Assignment 2 rough stage continues.</td>
</tr>
<tr>
<td>4</td>
<td>W 9.30</td>
<td>Working session: second stage continues.</td>
</tr>
<tr>
<td>5</td>
<td>M 10.5</td>
<td>Second stage symbols due. Critique. Assignment 3: logotypes. (Collect 20 of each “good” and “bad” logos). Working session: final stage of symbols.</td>
</tr>
<tr>
<td>5</td>
<td>W 10.7</td>
<td>Discussion of collected logos. Working session: rough stage, 50 logotypes minimum/final stage of symbols.</td>
</tr>
<tr>
<td>6</td>
<td>W 10.14</td>
<td>Working session: second stage continues.</td>
</tr>
<tr>
<td>7</td>
<td>W 10.21</td>
<td>Working session: Assignment 2 and 3 final designs. Collect 10 good business system.</td>
</tr>
<tr>
<td>9</td>
<td>W 11.4</td>
<td>Working session: second stage continues. Assignment 7 client visits.</td>
</tr>
<tr>
<td>10</td>
<td>W 11.11</td>
<td>Assignment 7 rough stage due. Critique. Working session: assignment 5/assignment 4 final stage.</td>
</tr>
<tr>
<td>12</td>
<td>M 11.23</td>
<td>Working session: assignment 5 final stage.</td>
</tr>
<tr>
<td>13</td>
<td>M 11.30</td>
<td>Working session assignment 6 rough stage.</td>
</tr>
<tr>
<td>14</td>
<td>M 12.7</td>
<td>Working session: final stage assignment 6.</td>
</tr>
<tr>
<td>14</td>
<td>W 12.9</td>
<td>Assignment 7 due. Working session: Assignment 6 final design.</td>
</tr>
<tr>
<td>15</td>
<td>W 12.16</td>
<td>Turn in journal, assignments 4, 5, and 6.</td>
</tr>
</tbody>
</table>
Assignment Two: Symbols Development

Choose one of the following business:
1. Food and/or Beverage;
2. Entertainment and/or internet-based;
3. Fashion and/or fitness

Design three symbols/marks for this new business. The product should have its target audience. For example, fitness clothing for teenagers, an internet-based toy company for children; and nutritional food and beverage for seniors.

Limitations
Final designs must be done in either Adobe Illustrator or FreeHand. Scanning pictures is not allowed. The symbols have to be recognizable at a 1” X 1” scale. Only black and white (no gray tones) can be used until the design is finalized and applied on the stationary and the website design.

Design Process
Step 1: Go shopping and buy a product for this project. Buy a piece that you can relate to, study and learn to love it.
Step 2: Collect good and bad symbols -30 of each- not necessarily related to the product that you chose. Due 9.16.
Create a name and write a mission statement (due 9.21) for the company that sells the new line of product you chose.

Rough Stage: A minimum of 100 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Try to look for references related to this project in magazines, design books, catalogs, printed ads, etc. Rough drawings must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating ideas is the main goal. Due 9.28.

Second stage: After ten best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, drawings can be done on the computer. Due 10.5.

Final stage: The three best design solutions are selected from the second stage designs. The symbols must then be refined and finalized. A higher quality of black and white output is required, such as from the Copies on campus printer. The final solutions must be presented in two different scales: 4” X 4” and 1” X 1”. The two scales of the same symbol must be mounted on an 8 1/2” X 11” black matte board with the larger one on the top (see figure). Due 10.28.
Assignment Three: Logotypes

Design three typographic marks for the new line of product/name of the business.

Limitations

The logotypes must be readable at a small scale (e.g., 1/4” in height). Only black and white (no gray tones) can be used until the design is finalized and applied on the stationery and website design.

Design Process

Research: Collect 20, of each, good and bad logotypes. Due 10.7.

Rough Stage: A minimum of 50 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Rough concepts must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating ideas is the main goal. Due 10.12.

Second stage: After ten best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, designs can be done on the computer. Pay attention to the typeface that you choose. Due 10.19.

Final stage: The three best design solutions are selected from the second stage designs. The logos must then be refined and finalized. A higher quality of black and white output is required, such as from the Copies on campus printer. The final solutions must be presented in two different scales: approximately 1” and 1/4” in heights. The two scales of the same logos must be mounted on a 8 1/2 “ X 11” black matte board with the larger one on the top (see figure). Due 10.28.
Assignment Four: Stationery and Business Card

Design the letterhead, envelope, and business card for the new line of product/name of the business.

Limitations

Final designs must be done in either Adobe Illustrator or InDesign. You can choose one of the symbols/logotypes or the combination of both for the identity system. Two final outputs are required, one in black & white (with gray scales) and the other in color. No limitations are set for the choice or number of colors.

Design Process


Rough Stage: A minimum of 20 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Try to look for references. Rough designs must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating idea is the main goal. Due 11.2.

Second stage: After three best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, designs can be done on the computer. Due 11.9.

Final stage: The one best design solution is selected from the second stage designs. The systems must then be refined and finalized. A color laser output is fine for this project but special paper is required. You need to select your own paper. Pick different options for the paper and print them out. Compare the results and discuss these with me prior to turning them in. The final solution can be mounted on a 15” X 20” black matte board and arranged in an aesthetic and logical way or you can make a folder to hold all the pieces. You will also need to include the original symbol/logotype on the mounting board or on the cover of the folder. Again, two sets are required for the final output, one in black and white and one in color. You must use the same paper for both sets. Due 12.16.
Assignment Five: Homepage Design

Using the identity that you created for your business, design 3 options for a promotional website's homepage. The 3 homepages do not need to be as an actual html file. This assignment focuses on the design of the homepages, and not on the technical or navigation aspects of a website.

Limitations

The homepage should include/apply:
1. Main and extended color palette
2. Images
3. Links to other pages, such as products information, services, contact us.
4. Copyright information
5. Main headline
6. Mission statement of your business

Design Process

Rough Stage: A minimum of 10 rough sketches are required. Roughs can be done in Illustrator or Photoshop. Due 11.18.

Final stage: The three best design solutions are selected from the first stage designs. The homepages must then be refined and finalized. The final three solutions must be printed out and mounted on three 15" X 20" black matte board separately. Size of each design is 800 X 600 pixels horizontally. Due 12.16.
Organization description:
How are the Children? is a Suburban Ramsey County wide initiative designed to build a network of adults who create a web of support around all children and young people in Suburban Ramsey County. Our work focuses on engaging adults, beyond parents and schools, in taking time for kids. Our goal is to have more kids connected to more adults in more places where they spend their time.

We also broaden and diversity partnerships and resources to ensure that all children and young people have the formal and informal supports they need to be safe, secure, healthy, and academically successful. Our vision is that Suburban Ramsey County is a great place for children and young people.

How are the Children? is an initiative of the Suburban Ramsey Family Collaborative.

Limitations
Final design must be done in either Adobe Illustrator or FreeHand. Scanning pictures is not allowed. The symbols have to be recognizable at a 1” X 1” scale. Only black and white (no gray tones) can be used.

Design Process
**Rough Stage:** A minimum of 10 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Rough drawings must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating ideas is the main goal. Due 11.11.

**Second stage:** After two best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, drawings can be done on the computer. Due 11.16.

**Final stage:** The one best design solution is selected from the second stage designs. The symbol must then be refined and finalized. The final solution must be presented in two different scales: 4” X 4” and 1” X 1”. The two scales of the same symbol must be mounted on an 8 1/2” X 11” black matte board with the larger one on the top (see figure). Due 12.9.
Assignment Six: Graphic Standards Manual

Design a minimum four-page manual to describe the limitations and guidelines of using the symbol/logotype for the new line of product.

Limitations

Final design must be done in Illustrator or InDesign. You need to write up your own limitations and guidelines for the manual. Assuming that the manual is an in-house product that will be used by various designers in the company. There is no limitation on the choice of color. You can use as many as you want. Size is up to you with the minimum of 5 1/2” X 6”.

Design Process

Rough Stage: A minimum of 5 rough hand sketches are required. Due 12.2.

Final Stage: The one best design solution is selected from the rough stage designs. The manual must be refined and assembled. A color output is required. Due 12.16.

Graphic Standards

Companies and designers frequently set up a system of rules for the use of the symbol/logo. These rules ensure that the identity is always used appropriately and that the integrity of the design is maintained. This set of rules includes information about the identity may and may not be used. For this assignment, develop a set of rules for your identification system.

1. Develop a specification sheet for your symbol/logotype/combination mark.
   • Identify font and any manipulations that you have made
   • Identify PMS colors
   • For stationary system, specify size measurements for the identity

2. Develop a set of rules:
   A. Size and proportion
      • What are minimum and maximum sizes?
      • When the symbol and logotype are combined is there a consistent proportional relationship?
      • Is there a minimum font size for the logotype or for other publications?

   B. Variations:
      • When are reversal allowed? Are there any restrictions on reversing type or images?
      • Are there variations of the identity? If so, what is acceptable, what is not?
      • What color variations are allowed?
      • Rules about using the identity as background pattern and/or repetitions

   C. Format in identity system:
      • Are there specified placements in stationery systems?
      • When can symbol appear alone? When can logotype appear alone?
      • Must the symbol/logotype appear on all print items? What might be exceptions?
      • What are inappropriate uses of the identity?
Assignment One: Symbol Redesign

You will be given an abstract symbol that represents a business/service. However, you will not be given any information about the business/service.

Design Process

Step 1: Examine the symbol carefully. Write:
   a. the mission statement of the business/service
   b. design objectives of the symbol


I will let you know the true identity of the business after step 1.

Step 2: Redesign 2 different symbols for the business. You can use hand drawing or use Illustrator for the final redesigns. Each design should be 3" X 3". The two symbols must be mounted on an 8 1/2” X 11” black matte board.

Due 9.16.