DHA 4354, Graphic Design IV is an upper-level studio course in the graphic design program, with a focus on developing a unified graphic campaign to promote an organization’s mission, through research, presentation, and adherence to a systematic approach of visual development. The course will build on typographic, compositional and imaging skills that students have developed in their earlier classes (all prerequisites are presumed to have been met).

The class structure is primarily studio-oriented and project-based, although there will be reading assigned and some required writing. The hands-on “doing” of design will be supplemented with lectures, demonstrations, critiques, guests, and possible local field trips.

IDENTITY

Identification and analysis of a particular opportunity to communicate the mission of an organization (public, private, corporate, etc.) through research, consideration of audience/market/end user. This will involve a written paper and a presentation of the definitive visual “personality” appropriate to the mission being promoted, including color palette, images, type treatment, textures, materials, etc.

Development of a distinctive visual identity for the promotional campaign, including symbol design and logotype; consideration of how these elements will work in the variety of media. The emphasis is on the design of a recognizable, and modular mark.

CAMPAIGN

Creation of a series of promotional materials to communicate the mission of an organization, possibly including poster, direct mail, banner, publication, signage, web site, and advertising design. The formats and venues used will depend on the organization’s specific needs.

CRITIQUE

Written, verbal, and visual criticism, analysis, documentation and reflection, with the goal of assessing the roles that promotional campaigns have in visual communications in our economy, society and culture.

DHA 4354 GRAPHIC DESIGN IV · INTEGRATIVE CAMPAIGN F09
FALL 2009 · MONDAY / WEDNESDAY 6:15-9:15PM

OBJECTIVES

PROVIDE THE CHALLENGE of promoting an organization’s mission through a visual campaign.

STRENGTHEN YOUR CONCEPTUAL ABILITIES in developing a multi-faceted project (including design process).

INCREASE YOUR AWARENESS of advertising and promotional strategies in various media.

Provide EXPERIENCES in solving problems and posing questions in a variety of formats.

DEEPEN YOUR AWARENESS of visual media through critical and analytical exercises.

POSITION YOU AS VALUABLE + UNIQUE in the sea of graduating graphic designers.

Angela Tank, MFA · Teaching Specialist · atank at umn.edu
Office hours: Mon, 1—3 pm McN 250 and by appointment
ATTENDANCE In a studio-based class, attendance is key. In order to learn the course material and get the most out of communicating and critiquing with your classmates, you must be present. For this reason, attendance will be taken daily. After two inexcusable absences, the final grade will be lowered by one letter grade (i.e., on the third missed class, a B+ becomes a C+). Excused absences are for substantiated medical and personal emergencies only, with documentation. An email alerting me to your expected absence will help us both prepare for missed work. Absences on critique days will impact your class participation grade.

PUNCTUATLITY Class begins at 6:15pm and ends at 9:15pm. Out of respect for your fellow classmates and myself, please arrive on time and plan to stay the entire session, unless otherwise notified. Arrival more than 15 minutes late will be considered an absence. Late arrival on critique days will result in dirty looks and a loss of participation points.

COMMUNICATION General communication will occur in class, which is why it is imperative that you attend each session. However, at times I may need to contact you with announcements or other class changes, which I will do through U of MN email. You are responsible for checking your email daily and forwarding your U account to another address if you prefer. If you miss a class, you are responsible for contacting me to determine what you missed.

GD4.POSTEROUS.COM The class blog will be used to post items that were discussed in class, as well as supplementary information (i.e., art shows around town, relevant news articles, local materials resources) that will heighten your awareness as a designer and elevate your experience in this course. Each of you is able to comment on the blog. I suggest you bookmark its location and check it frequently.

CRITIQUE Critique is a critical part of the design process and essential to producing quality work that clearly communicates your ideas. Being able to critically examine a peer’s work and communicate its strengths and weaknesses to fellow designers is beneficial to all involved parties. Critiques are a dynamic dialogue in which I expect everyone to equally participate—both asking questions of others and thoughtfully explaining your own work. On critique days it is crucial that you come prepared and ready to present your work and critique others’. If you are ill-prepared, it will adversely effect your grade.

ASSIGNMENTS + GRADING Each assignment will be introduced in class and will be accompanied with an overview sheet describing the project in detail. (Assignment sheets will also be posted as .pdfs on the class blog). Pay careful attention to deadlines and ask questions if something is unclear. All assignments are due at the beginning of class on the date specified. Unexcused late work will not be accepted.

There will be seven design projects, each worth 30 points each, and a variety of in-class exercises and assignments. Your participation in these (and critiques) is worth 40 points, for a semester total of 250 points in the class.

In order to pass the class, you will be required to complete all class assignments. Your design work will be evaluated on concept, idea development, research, design process, class participation, execution, and craftsmanship. Final grades will be determined on a point/percentage system. Project grades are determined by the following criteria, each assigned a value between 1 and 10 (one is low, ten is high):

- **Technique**: Craftsmanship, neatness, exactitude, finesse are important in the final design of your work as well as in its presentation during class critiques.
- **Layout**: Composition, legibility, readability, spatial relationships, use of design principles and elements (type, image, color).
- **Concept**: Your designed work is a slave to the content and conceptual quality of your ideas. Those ideas are a slave to the needs of your company. Appropriateness, quality and originality of ideas and creativity are paramount to the success of your projects.

EXCELLENT / OUTSTANDING

- A represents achievement that is outstanding relative to the level necessary to meet course requirements
- A- represents achievement that is significantly above the level necessary to meet course requirements

VERY GOOD / GOOD / OKAY

- B+ represents achievement that meets the course requirements in every respect
- B represents achievement that is worthy of credit even though it fails to fully meet the course requirements
- B- represents achievement that is worthy of credit even though it fails to fully meet the course requirements

NOT BAD / AVERAGE / WEAK

- C+ represents achievement that is outstanding relative to the level necessary to meet course requirements
- C represents achievement that is significantly above the level necessary to meet course requirements
- C- represents achievement that is outstanding relative to the level necessary to meet course requirements

POOR

- D represents achievement that is outstanding relative to the level necessary to meet course requirements
- F represents failure to meet the course requirements
# CLASS SCHEDULE

## SEPTEMBER

**W. 9**  
Welcome, etc  
Introduction: Design brief and Logo projects  
Lecture: Choosing a company / What’s in a name? / Logo review  
In class: COGS design brief + discussion, “My favorite things”  
In class work: Elevator pitches

**M. 14**  
DUE: Three 20-second elevator pitches  
In class: COGS Q & A; logo ideation (split into 4 groups, 3 roughs each)  
In class work: Design brief, logo thumbnails

**W. 16**  
DUE: Design brief; Forty (40) logo thumbnails  
Individual crits  
In class work: Logo revisions, design brief revisions

**M. 21**  
DUE: Five digital logo comps  
Small group crits  
Lecture: Identity toolkits  
Introduction: Identity toolkit and Campaign Overview

**W. 23**  
DUE: Examples of integrative campaigns  
Guest presentation: Andy Berndt, Catalyst  
Lecture: Campaign (multi-channel approach, strategy)  
In class: Small group campaign brainstorming  
In class work: Identity toolkits, logo refinement

**M. 28**  
DUE: Collection of identity assets; Two integrative (4 pc) campaign ideas  
Individual crits  
Introduction: Campaign piece 1 + 2  
In class: COGS comments returned  
In class work: Identity presentation, logo refinement

**W. 30**  
DUE: One (1) color logo and one (1) grayscale logo  
In class: Pecha Kucha template, COGS campaign ideation + presentation

## OCTOBER

**M. 5**  
DUE: Identity presentation

**W. 7**  
DUE: 20 thumbnails for piece 1; 20 thumbnails for piece 2  
Individual mtgs (Also discuss toolkits)  
In class work: Campaign piece 1 and 2, logo refinement

**M. 12**  
Work day

**W. 14**  
DUE: Campaign piece 1: 10 digital roughs  
Individual / Small group crit

**M. 19**  
DUE: Campaign piece 2: 10 digital roughs  
Individual / Small group crit

**W. 21**  
Introduction: Campaign piece 3  
Work day

**M. 26**  
DUE: Campaign piece 1: 3 digital comps (tiled prints)  
Class crit

**W. 28**  
DUE: 15 thumbnails for piece 3  
Individual crits
NOVEMBER

M. 2  DUE: Campaign piece 2: 3 digital comps (tiled prints)
      Class crit

W. 4  DUE: Campaign piece 1
      Introduction: Campaign piece 4
      In class: Ideation of missing piece
      No crit; work day

M. 9  DUE: Campaign piece 3: 5 digital roughs
      Individual/small group crits

W. 11 DUE: Campaign piece 2
      Class crit with piece 1

M. 16 DUE: Campaign piece 4: Written proposal and 15 thumbnails
      Work day

W. 18 DUE: Campaign piece 3: 2 digital comps (tiled)
      Class crit

M. 23 Campaign piece 4 proposals returned
      Individual discussions
      Work day

W. 25 DUE: Campaign piece 3
      Class crit (bring piece 1 + 2)

M. 30 Flexible scheduling work day

DECEMBER

W. 2  DUE: Campaign piece 4: 3 digital comps
      Campaign piece 3 returned

M. 7  Campaign piece 1-4 peer critique
      Flexible scheduling day

W. 9 Flexible scheduling day

M. 14 Flexible scheduling day

W. 16 DUE: Campaign piece 4
      Final campaign walk-throughs (all pieces revised)

M. 21 6:30-8:30pm Final work due

* THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE. Students will be given advance notice of any changes to this schedule.