



GRAPHIC DESIGN I

FINA-S250 | Tue & Thu | 1:15 P.M. – 4:15 P.M. | KV 237

SPRING 2018 | FINE ARTS DEPARTMENT, SCHOOL OF ARTS & LETTERS, INDIANA UNIVERSITY SOUTHEAST

Faculty Information

Dr. Kok Cheow Yeoh (*pronounced 'Coke' 'Chow' 'Yo'*)

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 [Facebook.com/IUSGraphicdesign](https://www.facebook.com/IUSGraphicdesign)  [Instagram.com/IUSgraphicdesign](https://www.instagram.com/IUSgraphicdesign)

General Course Description

Pre-requisite: D210

Graphic Design I is an introduction course that is primarily concerned with creating and managing visual forms (combined with type) to communicate meaning and values to influence an intended audience across a wide variety of media in informative, systematic, symbolic, intuitive, and sometimes provocative ways. The course is primarily concerned with equipping the students to learn about three aspects of the design process: i) ideation; ii) production; and iii) delivery. In ideation, students give form to an idea through sketching and refining the idea which leads to the next step: production where they will use relevant techniques, methods, and tools necessary to realize their ideas in digital or physical forms. Finally, in delivery, students learn not just how to present their work verbally but more importantly, how to “package” their ideas into a presentable format, both digitally and physically via specified sizes. Due to the pre-requisite for this course, you are deemed to have learned the skills necessary in using relevant the software.

Course Objectives

- To develop the ability to **ideate** (sketch, analyze, and revise ideas based on feedback and evaluate of outcomes through a rigorous feedback process), **produce** (create and develop visual forms that correspond to communication problems) and **deliver** (generating solutions, prototyping; and presenting ideas manually and digitally in persuasive manners);
- Identify applicable elements and principles of graphic design for tackling specific design problems; and
- To solve problems in graphic design using appropriate elements and principles of design via relevant knowledge, techniques, and tools.

Online references

Stock photography/visuals

Pixabay, free high quality images: <https://pixabay.com>

Library of Congress: <https://www.loc.gov/>

Getty Images: <http://www.gettyimages.com/>

iStock by Getty Images: <http://www.istockphoto.com/>

Type sources

Free vector: <http://all-free-download.com/font/>

Émigré Fonts: emigre.com

Learn about fonts & typography: fonts.com/content/learning

Movie fonts: linotype.com/7903/current-movie-fonts.html

Fonts by Hoefler & Co.: typography.com
 Type Culture: typeculture.com/academic_resource/research_directory

Assessment
Components

Letter and numerical grades

A+ 100% - 98% | A 97% - 93% | A- 92% - 90%
 B+ 89% - 87% | B 86% - 83% | B- 82% - 80%
 C+ 79% - 77% | C 76% - 73% | C- 72% - 70% (Failing for fine-art majors)
 D+ 69% - 67% | D 66% - 63% | D- 62% - 60% | F 59% - 0%

Assessment	Points	%	Notes
1 st Project	100	10	In-class assignments (Total 4)
2 nd Project	100	20	Layout Design
3 rd Project	100	20	Packaging
4 th Project	100	20	Signage
5 th Project	100	20	Branding
Process notebook	100	10	Neatly presented and organized
Total	500	100	Attendance to be factored in for the final grade
EXTRA CREDIT	5		Added on the final grade if you participate in the Undergraduate Student Conference on Fri., 4/20. Must register between 2/15 – 3/20

- Concepts can only emerge from dozens of sketches. Be ready to spend minimally 4 – 6 hours per week outside of class on your course work.
- You are expected to keep a documented process showing evidence of the evolution of your ideas from sketches, refined sketches, color explorations to final product collectively in a ½” black binder for every project in this class. You may also document screen shots showing your ideas as they evolve.
- Unless specified, all exercises/projects are due at the beginning of the class at a designated date and they can be turned in only days classes are scheduled.
- **There will be no “make up” opportunities for missed projects/pop quiz/exercises unless you provide immediate documentation/notification within a week.** Exercises/projects that are more than a week late will not be accepted.
- Incomplete exercise/project will be marked down by a letter grade drop from the overall grade earned.
- The deadline will not be extended for any projects unless there are circumstantial factors that affect the progress of the course.

In general, the following are also expected, observed under “participation” in your grading rubric:

- **Professionalism:** Conducts him/herself professionally; Demonstrates time management skills; Maintains communications with professor
 - **Quality of Work:** Achieves satisfactory results for completing the project
 - **Quantity of Work:** Works effectively and efficiently; tasks done in a timely manner; handles multiple tasks
 - **Work Habits:** Prepared and being pro-active in approaching the tasks
 - **Comprehension:** Seeks to/Understands the assigned duties and tasks
 - **Reliability:** Job completion, ability to get things done, conscientiousness
 - **Attitude toward work:** Enthusiastic and willing to perform duties and tasks
 - **Dependability:** Punctual and reliable in attendance; completes assigned duties and tasks
 - **Initiative:** Interacts will with others in the office; Being proactive; Exhibiting high levels of engagements
-

Other
Standards of
Conduct

- **Leadership:** Demonstrates leadership abilities; Takes initiatives w/o being told
- Cellphones are not allowed during class sessions.
- During the lecture and/or tutorial sessions, permission must be obtained from the professor if the student wishes to record any presentation via any electronic or digital devices of any sort.
- We may view slides or read about information that you will find offensive. You will be forewarned and if you choose to stay in class, it is deemed that you have accepted and will be participating in the session.
- Losing your work due to failed media or overwritten files is not an excuse for late work as you are expected to develop an effective backup strategy for all your digital files.
- Avoid emailing during weekends and public holidays or during designated conference dates as the response time will be delayed.
- Eating and drinking during breaks are acceptable but any drinks in the computer lab should have a lid to prevent any mishaps to the artwork or the computer equipment.
- In general, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, posting audio recordings and while participating in other means of communicating online. Refrain from inappropriate and/or offensive language, comments and actions.

Attendance

Attendance will be recorded each day during class. You must come to class: on time, prepared with materials, and stay for the entire period. **The professor will tolerate up to two absences and three tardies or early departure will affect your grade.** The penalty for tardiness and absences are as follows:

3rd absence = A ¹/₃ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-') [one drop]

4th absence = A ²/₃ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+') [two drops]

5th absence = A full letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B') [3 drops]

6th absence = A ¹/₃ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' and finally 'B-') [4 drops]

7th absence = A ²/₃ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' then 'B-' and finally 'C+') [5 drops]

8th absences equal an automatic failure of the course.

- If you expect an interruption in your schedule, notify the professor in advance. A doctor's note or a note from your employer will be considered a legitimate reason to be late or missing from class.
- Sending a notification email or an employer/doctor's note does not exempt you from your obligations. Despite having the legitimate notes, you are still considered to have missed the class. However, it may be considered for "buying" you extra time for a renegotiated due date. Turning in your project in absentia is not acceptable.
- It is then your responsibility to find out what you have missed. The professor is not obligated to repeat the delivery of course materials as missed information can be obtained from your classmates.
- At the end of class the room must be returned to order before you leave.

IUS Academic
Dishonesty

The Student Code of Conduct prohibits activities and prescribes penalties for academic dishonesty. According to Indiana University Southeast Policy, adopted by the President's Cabinet and printed in the IUS Student Handbook, students found guilty of any form of academic dishonesty, including (but not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion, may receive an F on the project and/or an F in their course(s) from the

instructor and may be suspended from the university by the administrative action. Furthermore (where applicable):

- The work you submit for assessment in this course must be your own individual work (or of your group, if applicable).
- Works from other classes may not be turned in as a substitute. If violated, you may receive an F for the project.
- Submission in absentia is prohibited without prior arrangements. If violated, you may receive an F for the project.

It is your responsibility to familiarize yourself with university and school policies and to uphold the values of academic integrity such as the Standards of Excellence for Fine Arts Students.

Professionalism:
Standards of
Excellence for
Fine Arts
Students

- Students actively contribute to critiques and class discussions by offering thoughtful perspectives and constructive criticism.
- Students demonstrate curiosity and enthusiasm for the discipline and subject matter of study.
- Students are willing and active learners and researchers who seek information for building context and content for artistic practice, and engage in scholarly discourse relating to the discipline.
- Students are committed to continuous self-evaluation and personal improvement.
- Students respond analytically and proactively to assessments given by faculty, advisors, or others by making changes to address legitimate concerns.
- Students actively solicit feedback for purposes of making quality improvements to work and practice.

Student with
Disabilities

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243) or email (mtspring@ius.edu) early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at: <https://www.ius.edu/disability-services/>

1

THE PROCESS- ES OF GRAPHIC DESIGN



Source: <http://yeoh.com/index2.php?section=design&g=1782>

Our first project consists of a series of four in-class assignments that are due at the times specified in the schedule below. These assignments are to get you to be familiar with the processes of graphic design such as ideating, producing and delivering your ideas. To **ideate** is the ability to sketch, analyze, and revise ideas based on feedback and evaluate of outcomes through a rigorous feedback process. In order to **produce**, you will create and develop visual forms that correspond to communication problems and **deliver** them by generating solutions, prototyping; and presenting ideas manually and digitally in persuasive manners using appropriate techniques and tools (software knowledge included).

Objectives:

- To introduce students to the processes of graphic design from researching, sketching, refinement, and production.
- To inculcate an efficient and professional mode of working that can be applied to the rest of the other projects throughout the course.
- To expose students to important elements and principles of design where composing with text and images are understood from a contextualized viewpoint.

You are expected to keep a documented process showing evidence of the evolution of your ideas from sketches, refined sketches, and color explorations to final product in a ½” or 1” black binder for every project in this class. You may also document screen shots showing your ideas as they evolve. **Note that the schedules are for guidelines in anticipated manners to move along an impending deadline. Anticipate change as we progress along...**

Deliverables:


- A neat presentation of the documentation of progression from start to finished product in a design process binder, well organized and presented as defined by each step of the way for all the four in-class assignments.

Grading criteria (100 points):

- A well-documented design process in a binder, neatly presented and organized (10 pts)

- 1st in-class assignment (20 pts)
- 2nd in-class assignment (20 pts)
- 3rd in-class assignment (20 pts)
- 4th in-class assignment (20 pts)
- Professionalism, Quality of work, Quantity of work, Work habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative, and Leadership (10 pts)

Schedule:

	Introduction to the course. Bring the the following to every class throughout the semester.
1/9 Tue	 <p>No Rule, Blank 8.5" x 11", 50 or more white sheets of paper.</p> <p>Vinyl ½" 3-Ring black binder with a sleeve in the front cover.</p> <p>Sharpie Permanent markets. Style: Pen style. Tip: Fine-point assorted colors pack of 12 from Office Depot. \$9.99</p> <p>X-Acto #11 Precision knife with safety cap (\$3.29) or snap-off blade knife (\$9.49) from Office Depot.</p> <p>2B or higher pencils preferred.</p>
1/11 Thu	1 st EXERCISE – To introduce students to the processes of graphic design, starting with ideation. How to think with your hand? The importance of researching and sketching. What type of tools are needed? What kind of skillsets? Experiment with logo, logotype, typeface, and graphics, in raw sketches from pencil to sharpie. Due: the end of class
1/16 Tue	2 ND EXERCISE – Brainstorming, refinement of ideas. The importance of feedback. Targeted audience. The production for mock-ups/prototyping for presentation. Which software? Which style? Due: the end of class
1/18 Thu	3 RD EXERCISE –The importance of presentation of ideas. Prop styling. Photography tips. Continue working in class to produce a digital mock-up. Due: the end of class Refer to http://www.designwomb.com/work/curry-up-now
1/23 Tue	4 TH EXERCISE – How to put the whole presentation together? The presentation of ideas. How to present one's ideas on paper, on the screen. Due: the end of class

2

LAYOUT
DESIGN

Source: <http://yeoh.com/index2.php?section=student&g=2061> Aaron Williamson, Fall 2017.

Why something is deemed beautiful while another functional? On what basis do we decide? As a designer, it behooves us to understand those defining qualities. Psychologists have suggested that cuteness triggers emotional bonding and nurturance in parents. In some instances, manufacturers have used cute mascots to help sell their products and services.

For this project, we ask, “How do we define cuteness? What is cuteness good for?” We will explore proportions and characteristics associated with theories by an Austrian zoologist, ethologist, and ornithologist, Dr. Konrad Lorenz who linked cuteness to evolutionary biology by proposing the concept of *kinderschema*, the set of traits that we identify as cute and adorable. Apply your understanding of Dr. Lorenz’s baby schema to create a book jacket for a children’s book. You are free to pick a relevant size, think of a title for the book and to design a jacket that covers the front, spine and back of the book which also includes the inside flaps. Be mindful of the qualities that define cuteness when choosing the book which will be used as a “skeletal structure” in which your book jacket will snugly wrap itself on. A fictitious publishing company logo is also part of this project.

Objectives:

- To expand the student’s knowledge on how to express the idea of cuteness.
- To create original artwork and to apply it to a book jacket.
- To compose using layout, grid structure and compositional elements that deal with proportions to emulate the idea of cuteness for an intended audience.

Deliverables:

- Documentation of progression from start to finished product in a design process binder.

- A printed book jacket mock-up showing the front and back covers, with a spine in the middle and two left and right flaps with all necessary visuals and information, snugly wrapped around a physical book of your choice.
- One flap needs to contain information about the author/illustrator while the other contains either marketing information about the publisher, other available books, or other relevant information.

Grading criteria (100 points):

- A well-documented design process in a binder (10 pts)
- Quality of the mockup (10 pts)
- Details on the jacket such as bar codes and information on the flaps (10 pts)
- Appropriate dimensions and measurement showing the titled front and back covers, spine, left and right flaps with all necessary information which translate into a perfectly fitted book jacket that protects the book (20 pts)
- File properly packaged in InDesign file, evidence of other programs used to assist in the overall design such as Adobe Photoshop or Illustrator, where applicable (10 pts)
- A hypothetical publishing company logo (10 pts)
- Type suitably edited, kerned, tracked to enhance the design (10 pts)
- Professionalism, Quality of work, Quantity of work, Work habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative, and Leadership (20 pts)

Schedule:

1/25 Thu	Project assigned. Watch Why are things cute?: https://www.youtube.com/watch?v=Z0zConOPZ8Y For next class, locate a book to bring as a “skeletal structure” for the book jacket mockup on 9/12/17. Measurements to be based on the book. Failure to bring book will be graded accordingly in participation grade. Ideate and sketch. Work in class. At least 20 different ideas by 9/12.
1/30 Tue	Book selection due this week. Insufficient sketches (lesser than 20) will be graded accordingly in quantity of work grade. Class critique about your sketches for refinement of your sketches. Participate in critique.
2/1 Thu	Revision of ideas based on feedback. Work in class to revise where necessary. Measure the flattened size of the book jacket for computer layout.
2/6 Tue	Apply main ideas to the front cover, back covers, spine and inside flaps. Do not work in isolated pages in the computer. This is to ensure consistency and accuracy. Create original artwork. Start laying out ideas in computer.
2/8 Thu	Fine-tune ideas to include information necessary on the inside flaps. Include other necessary information such as publisher’s logo, bar codes, author’s credit, contact info, etc. If done, print mockup in b/w in actual size . Print mockup in b/w in actual size. Continue to finalize for color printing. Check information and other design elements for accuracy and consistency. Approval necessary before work is finalized before printing.
2/13 Tue	Printing of book jacket in color after approval . Test on actual mockup book. Check for accuracy. Score paper before folding.
2/15 Thu	Project due at the beginning of the class. Late work will not be accepted. Class presentation. Post final PDF file(s) on Canvas by due deadline.

References:

About Konrad Lorenz: <http://www.britannica.com/biography/Konrad-Lorenz>

The 50 best-designed book covers produced in North America since 1995:

<http://designarchives.aiga.org/#/collections>

3

PACK- AGING



Source: <http://yeoh.com/index2.php?section=student&g=2061> Victoria Klotz, Fall 2017

In a consumptive marketplace where consumers' interests can be heightened, your 3rd project is about creating a structural packaging to protect the product which also serves to bring out the best features of the product. Include a self-created logotype for a fictitious company.

You will be randomly assigned an everyday object. Using this object as a product, you will create a packaging that will bring out the best feature of the object through clever usage of photographic images, appropriate colors with persuasive and succinctly written copies of text to accommodate the product on a packaging. You are expected to use photographic skills, lighting, and relevant software to create a digital layout before producing a physical mock-up for the packaging. Information pertaining to the product such as its size, descriptions, features, bar codes, and manufacturer's contact must also be included.

Objectives:

- To study the attractiveness of a product and propose a structural element which serves to protect and advertise the product's features.
- To use photography primarily as a persuasive image-based message for the intention to "sell" the message to a targeted audience.
- To design and fabricate a structural design element that deals with three dimensionality (front, top, bottom, back and sides)

Deliverables:

- Printed documentation of progression from start to finished product in your design process binder. For explorations that involve dimensional objects, document them by photographing them against a plain background.
- Actual packaging mock-up as a finished product.

Grading Criteria (100 points)

- A well-documented design process in a binder (10 pts)
 - Structurally sound mock-up (10 pts)
-

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- A packaging that enhances the product's features (10 pts)
 - Quantity of exploration of ideas (10 pts)
 - Quality of the mock-up such as clean lines, free from finger prints and dirt (10 pts)
 - A self-created logotype for a fictitious company (10 pts)
 - Suitably chosen type to enhance the layout (10 pts)
 - Type suitably edited, kerned, tracked to enhance the design (10 pts)
 - Professionalism, Quality of work, Quantity of work, Work habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative, and Leadership (20 pts)

2/20 Tue	Project assigned. Watch Deborah Adler: https://www.youtube.com/watch?v=A_DGAGzyPEg A product will be randomly chosen and assigned to you. Research sustainability in packaging. Think of a name for the brand. Due at the beginning of next class.
2/22 Thu	Presenting of brand name and sketches. Class presentation for discussions. One-on-one consultation if time permits. Start sketching after name is approved/found.
2/27 Tue	Evaluation of your ideas. Refinement of ideas. Approval necessary before ideas can be applied en masse. Continue working in class. Develop own/original artwork for the theme. Gather feedback for revisions.
2/29 Thu	Group consultation. Work in class. Layout the box in the computer and print a miniaturized version before making a larger one.
3/6 Tue	One-on-one consultation in class. Start fabricating the packaging. Print and glue the template to a thicker card stock to structural integrity.
3/8 Thu	Project due at the beginning of the class. Late work will not be accepted. Class presentation. Post final PDF file(s) on Canvas by due deadline.

References:

The key to making consumers pick your product: <http://www.profitguide.com/industry-focus/retail/the-key-to-making-consumers-pick-your-product-77347>

FDA Food labeling guide:

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm064877.htm>

Designing the perfect food label: A visual guide: <http://inspiredm.com/designing-perfect-food-label-visual-guide-infographic/>

4

SIGNAGE



Source: <http://www.bostonfoodtruckblog.com/wp-content/uploads/2015/06/best-food-truck-wraps.jpg>

Curry Up Now is an Indian fusion street food truck from Northern California, with bright bursting colors that will surely catch the eyes of hungry foodies. With the rise of the entrepreneurship, graphic designers are being asked to solve design problem in a constantly changing economic and social environment. In order to succeed as graphic designers today, we need to be equipped with tools and approaches that work best in this ever-changing environment. For this project, we will design a graphical wrap for a food truck. You are given the option to choose the type of food you wish to sell and for that matter, to pick a name associated with the culinary business on the move.

Objectives:

- To learn about vehicular graphics via food truck wraps
- To learn about how an idea can be expanded from a logo to other touchpoints
- To apply graphic design from a marketing standpoint.

Deliverables:

- Front, side, and back of the truck showing the graphical element
- Two touchpoints where the logos are applied
- A presentation poster in PDF file measuring 24” x 36” at 150 or 300 dpi. Refer to the sample below. (Need not include outline or the table)

Title		Students' names, semester, course title	
Problem statement: Identify issues to solve. Identify your project goal and who you intend to serve.	Analysis: Identify the objectives that will lead to your goal. How you are going to solve the issues. Provide an analysis of the current situational problems.	Solution: Brief description of how your solution has addressed the issues. Include captions with your diagrams and photos.	
Diagrams, graphics related to problem statement	Diagrams, graphics, charts, models, related to problem statement	Diagram of final solution (can diagrammatically include the before and after)	Photo(s) of the final solution. Digital file edited in Photoshop.

References, credit, or research information. URLs must follow the APA format.
 Last, F. M. (Year, Month Date Published). *Article title*. Retrieved from URL
 Yeoh, K. C. (2017, October 19). Yeoh as designer. Retrieved from <http://www.yeoh.com>
 For more, visit: <http://www.easybib.com/reference/guide/apa/website>

Grading criteria (100 points):

- The ability to translate concepts/discussions covered in class (10 pts)
- Documentation of progression of ideas from start to finish (10 pts)
- Attractiveness of the idea presented (10 pts)
- Overall quantity of the idea (10 pts)
- Quality of the idea (10 pts)
- Name of the brand and logo created to reflect the brand name (10 pts)
- 1st touch point (5 pts)
- 2nd touch point (5 pts)
- PDF file measuring 24" x 36" 150 to 300 dpi (10 pts)
- Professionalism, Quality of work, Quantity of work, Work habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative, and Leadership (20 pts)

Schedule:

3/13 Tue	Project assigned and explained. Fast Food Truck floor plan and pricing: http://fastfoodtruck.com/videos/ Start researching using the references provided in the link in references below. Think of type of food and name of business.
3/15 Thu	Present sketched ideas. Gather feedback. Finalizing ideas for truck. Work on graphics.
3/20 Tue	Continue working in class. Ideas finalized on computer.
3/22 Thu	Print color proofs on 8.5" x 11" before printing on a single sheet of 24" x 36".
3/27 Tue	Continue working in class to expand ideas on the two touch points.
3/29 Thu	NO CLASS (3/26 Mon – 4/1 Sun SPRING BREAK). Post final PDF file(s) on Canvas by due deadline. Project due on 11:59 PM April 1 Sunday.

References:

Design Womb: <http://www.designwomb.com/work/curry-up-now>

Food truck design 101: <http://www.bostonfoodtruckblog.com/food-truck-design/>

8 ingenious food truck designs: <http://www.printmag.com/branding/7-ingenious-food-truck-designs/>

Legion Food Trucks: <http://legionfoodtrucks.com/project/>

Wrap Solutions: <https://wrapsolutions.net/services/>

5

BRANDING



Source: <http://yeoh.com/index2.php?section=student&g=2061> Jakob Lind, Fall 2017

In this day and age of global trade where corporations and humans alike yearn to be recognized for who they are and why they matter, it behooves us to think about brands like FedEx, Nike, and United Airlines (for that matter of the treatment of their customers) and how they have become known for their corporate cultures. They recognize the importance of defining and articulating their promises. Our last project is about branding and through the idea of integrated branding, create a promotional campaign for a lesser known country which will be assigned to you. As this is a typographically-based assignment with supportive graphical elements, you are encouraged to develop or customize the font that names the country.

You will also consider the U.S.P. (unique selling point) of the country through a tag line. Other technical typographical details such as font size, kerning, tracking, colors, and so forth are important considerations to add meaning to the logo design. We will also expand the logo to apply it to two touch points from any of the following: Billboard, website mockup, vehicular design (van, airplane), kiosk design, P.O.P, ephemeral design, or uniform.

Objectives:

- To create original typographic-based designs, combined with graphical elements
- To learn about aspects of branding where styling and consistency are important elements to generate recognizability.
- To handle graphic design from a marketing standpoint where design is based on logic instead of aesthetics.

Deliverables:

- Documentation of progression from start to finished product in your design process binder.
- A set of B/W and color logotypes on 8.5" x 11" (horizontal)
- 1st touch point in color with logotype on 8.5" x 11" (horizontal)
- 2nd touch point with logotype in color on 8.5" x 11" (horizontal)

- A tagline to accompany the logotype.
- A presentation poster in PDF file measuring 24" x 36" at 150 or 300 dpi. Refer to the sample below. (Need not include outline or the table)

Title		Students' names, semester, course title	
Problem statement: Identify issues to solve. Identify your project goal and who you intend to serve.	Analysis: Identify the objectives that will lead to your goal. How you are going to solve the issues. Provide an analysis of the current situational problems.	Solution: Brief description of how your solution has addressed the issues. Include captions with your diagrams and photos.	
Diagrams, graphics related to problem statement	Diagrams, graphics, charts, models, related to problem statement	Diagram of final solution (can diagrammatically include the before and after)	Photo(s) of the final solution. Digital file edited in Photoshop.
References, credit, or research information. URLs must follow the APA format. Last, F. M. (Year, Month Date Published). <i>Article title</i> . Retrieved from URL Yeoh, K. C. (2017, October 19). Yeoh as designer. Retrieved from http://www.yeoh.com For more, visit: http://www.easybib.com/reference/guide/apa/website			

Grading criteria (100 points):

- A well-documented design process in a binder (10 pts)
- Stylization or customization that creates a welcoming logotype (10 pts)
- Application of logotype to the 1st touchpoint of choice (10 pts)
- Application of logotype to the 2nd touchpoint of choice (10 pts)
- Overall quantity of the idea (10 pts)
- Quality of the idea (10 pts)
- Created original artwork for the project (5 pts)
- Effectiveness of the tagline/slogan (5 pts)
- A PDF file measuring 24" x 36" at 150 or 300 dpi (10 pts)
- Professionalism, Quality of work, Quantity of work, Work habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative, and Leadership (20 pts)

Schedule:

4/3 Tue	Explanations about the first project. Refer to FutureBrand's country brand index. Refer to FutureBrand's Country brand index 2014 – 15: http://www.futurebrand.com/uploads/CBI2014-5.pdf Country assigned/chosen. Start researching and sketching. Start with a b/w logo. 30 b/w sketches by next class.
4/5 Thu	Minimally 30 b/w logotype development in class. Approval necessary to move on to the next stage. Document them on clear 8.5" x 11" papers. Before end of class, three ideas are chosen for refinement from 30 sketches. Refine towards one final logo in b/w, then color. Finalize logotype in color. Tagline to follow.
4/10 Tue	Create a presentation poster that measures 24" x 36" at least 150 or 300 dpi (depending on software. Raster vs. Vector) to layout your selected sketches, refinement, and final applications of the logotype resulting in a b/w, color, and two touchpoints.
4/12 Thu	Finalize in computer. Generate PDF in order to print. Continue working on the presentation poster

4/17 Tue	Finalizing and printing of artwork. Don't forget the process binder.
4/19 Thu	Project due at the beginning of the class. Late work will not be accepted. Class presentation. Last class. Let's celebrate our achievements. Post final PDF file(s) on Canvas by due deadline.

References:

Branding a country: The Brand Peru: <http://www.thebrandingjournal.com/2015/05/branding-a-country-the-brand-peru/>

Graphics Industry: <http://www.underconsideration.com/brandnew/archives/industry/graphics-industry/>

END

Photo, Video, and Audio Consent and Release Form

IU Communications

(812) 855 - 5121 communications.iu.edu

I have received, read and agree to abide by the terms and condition of the Syllabus for FINA S250 Graphic Design I as well as the Fine Arts Disposition Code (FADC). I, the undersigned, also acknowledge that information related to the course requirements have been explained by the professor and I understand that it is my responsibilities as a student to meet the requirements outlined and will accept the consequences if my choices and actions lead to the final consequences or outcome.

I authorize The Trustees of Indiana University ("IU"), acting through its agents, employees, or representatives, to take photographs, video recordings, and/or audio recordings of me, including my name, my image, my likeness, my performance, and/or my voice ("Recordings"). I also grant IU an unlimited right to reproduce, use, exhibit, display, perform, broadcast, create derivative works from, and distribute the recordings in any manner or media now existing or hereafter developed, in perpetuity, throughout the world. I agree that the Recordings may be used by IU, including its assigns and transferees, for any purpose, including but not limited to, marketing, advertising, publicity, or other promotional purposes. I agree that IU will have final editorial authority over the use of the Recordings, and I waive any right to inspect or approve any future use of the Recordings. I acknowledge that I am not expecting to receive compensation for participating in the Recordings or IU's future use of the Recordings.

I have read the entire Consent and Release Form, I fully understand it, and I agree to be bound by it. I represent and certify that my true age is at least 18 years old, or, if I am under 18 years old on this date, my parent or legal guardian has also signed below.

Location of Recordings:

Date (s) of Recordings

Participant signature:

Date: / /

v v

Participant's Printed Name:

Address:

City:

State:

Zip

Phone:

Email:

If participant is under 18 years old, then his/her parent or guardian must sign below.

Parent/Guardian's signature:

Date: / /

Parent/Guardian's Printed Name: