

431

ADVANCED EXPLORATIONS IN VISUAL COMMUNICATIONS
FALL 2014 / MW / SEC 01 2:00-3:50 / SEC 02 4:00-5:50 / FA 451
Professor Wesley Stuckey / 601.953.0176 / wstuckey@umbc.edu

OVERVIEW/COURSE DESCRIPTION

ART 431: ADVANCED EXPLORATIONS IN VISUAL COMMUNICATIONS IS AN ADVANCED DESIGN COURSE WHERE WE EXPLORE BRANDS AND IDENTITIES. THROUGHOUT THIS COURSE WE WILL DEVELOP A HEIGHTENED SENSE OF VISUAL LITERACY AS WE CRAFT FUNCTIONAL, COHESIVE, AND MEANINGFUL BRAND IDENTITIES. A THOUGHTFUL AND WELL DESIGNED IDENTITY CONSIDERS SEMIOTICS, PROPORTION, SCALE, COLOR, TEXTURE, APPLICATION, LEGABILITY, AND IMPLICATION. FORMAL DESIGN DECISIONS MELDED WITH A CONCEPT IS ALSO A CRUCIAL PART OF A WELL BRANDED IDENTITY SYSTEM.

IN THIS CLASS, YOU WILL BE PUSHED BEYOND INITIAL SKETCHES AND CONCEPTS. THIS COURSE IS INTENSIVE. FOR EVERY HOUR SPENT IN CLASS, AT LEAST TWO HOURS OF WORK IS EXPECTED OUTSIDE OF CLASS. PROJECT ASSESSMENT WILL TAKE PLACE THROUGHOUT THE TERM; HOWEVER, AT THE END OF THE SEMESTER, YOUR FINAL PORTFOLIO WILL BE ASSIGNED A GRADE. THIS GRADE IS YOUR GRADE FOR THE CLASS.

LEARNING OUTCOMES

The project overviews shown to the right explain how the projects support and build on each other in order to promote deeper learning.

PROJECT 1: SITE RESEARCH

Gathering photos, notes, & sketches along with finding out the history of a product/location and environment is crucial to developing meaningful identities. The project will be very hands on and make you absorb all that you can while conducting research. Students will present their findings in a Pecha Kucha presentation (20 slides for 20 sec each).

PROJECT 2: INDENTITY FOR A HISTORIC PROPERTY

This assignment will use the research from Project 1 to create a branded identity for a historical property in Maryland. The identity should consider the usage of the logo, the history and architectue of the property, the color and aesthetics of the logo and typography, as well as the application of the logo at the property and its surroundings. For example your brand could be for a restruant, a guided tour, a garden/arboretum, a visitor's center, a book shop, or a festival at the property.

PROJECT 3: PROMOTION FOR YOUR BRAND

Now you have a beautifully designed logo, so what is next? You must make a promotional packet/item for your brand. You must also create a branded style guide for your identity. In the style guide we will explain how to properly use your new logo, colors to use, fonts to use, space requirements for the logo, photographic and illustration style to be used with the logo and alsoweb standards for the brand.

This syllabus may be modified due to inclement weather, class dynamics or other circumstances beyond our control. If class is cancelled due to weather, I will do my best to email you by 7:00 am that day. You may also check the UMBC main page for weather announcements. Any modifications to the syllabus will be announced in class or emailed to students.

ACADEMIC INTEGRITY

By enrolling in this course, each student assumes the responsibility of an active participant in UMBC's scholarly community in which everyone's academic work and behavior are held to the highest standards of honesty. Cheating, fabrication, plagiarism and helping others to commit these acts are all forms of dishonesty, and they are wrong. Misconduct could result in disciplinary action that may include, but is not limited to, suspension or dismissal. To read the full Student Academic Conduct Policy, consult the UMBC Student Handbook or the UMBC Policies section of the UMBC Directory.

CONTACT INFORMATION

Email: wtuckey@umbc.edu or wesley@wesleystuckey.com.

I do my best to respond to student emails within 24 hours, with the exception of weekends and holidays.

Phone: 601.953.0176

OFFICE HOURS

Please contact me via email with a request for an appointment. Please e-mail me at least one day in advance of when you would like to meet. Please feel free to ask questions or say hello.

EMAIL/ELECTRONIC DEVICE POLICY

No email, surfing, texting, or phone while in class unless an emergency.

CRITS

Presenting a finished piece that closely resembles a printed piece is important. However, a greater emphasis is placed on the process of creating the solution, and the critical dialogue that accompanies this development. It is expected that students actively participate in critiques. The ability to explore and develop multiple ideas/directions, and the ability to critically and rationally analyze and clearly articulate the reasoning behind a solution is very important.

Presenting a finished piece without participating in class and engaging colleagues including the instructor in discussion is unacceptable. Crits begin fifteen minutes after class officially starts. Use the fifteen minutes between the start of class and beginning of crit to pin up work. Work must be printed prior to class.

GRADES

Grades are non-negotiable. Deadlines must be met. Late assignments are lowered one full letter grade for each class period that they are late. No excuses.

Lost or corrupt computer files, the inability to print and/or retrieve your work from the I/O Bureau or another service bureau will not excuse you from crits or deadlines.

A rubric is used to grade each assignment. Grades are determined by competency at being a "smart designer". A smart designer knows that the answer to the problem lies in its definition.

S/he has the ability to:

- research;
- organize;
- thought process;
- reflect;
- understand design principles before breaking them;
- participate;
- listen;
- manage time well
- present her/his work effectively.

Attendance is considered only if it affects a grade in a negative fashion.

Grades are given on all projects. However, the grade assigned to your final portfolio is your grade for the class. If you receive a grade lower than a B on a project, you may re-do it once. Revised projects must be resubmitted by Tuesday, December 1, 2014. No exceptions.

INSTRUCTION

Instruction will primarily take the form of direct dialogue between instructor and student. Instruction also includes lectures, crits and small group discussions. Research trips and lectures scheduled outside of class may be strongly encouraged and/or required.

ASSIGNMENTS

A problem statement including objectives and production specifications is distributed at the beginning of each assignment followed by lecture. Assignments are presented in both written and verbal fashion so that students have a clear understanding of why a project has been assigned, what the objectives and constraints are and schedule. Misplaced assignments and syllabi can be downloaded from blackboard.

READINGS

Readings may be assigned with projects. Please see the individual project descriptions.

ATTENDANCE & INCOMPLETES

Attendance is expected. Time is a valuable commodity. Please be on time and stay until the end of class. Be professional and courteous, participate in discussions, treat colleagues as you would like to be treated. If you choose not to come to class don't plan on using office hours for private instruction. While courteous, sending an email in advance of class does not excuse you from class.

Incompletes are not given unless the situation is verified with medical documentation given at least four weeks in advance of the end of the semester.

Absences are only excused if you present a signed medical excuse. However, excessive absences (three or more even with a medical excuse) lowers a final grade by one full letter grade. Four or more absences result in failure.

COMPS/FINAL ASSIGNMENTS

Solutions will be produced via printers: black and white and color and realized through computer output from files created in InDesign, Illustrator, and Photoshop. Students are expected to use the Department of Visual Arts' I/O Bureau whenever possible and be familiar with pre-flighting files, gathering fonts, etc. Plan on a three day turn around.

The cost for many of these assignments will be determined by student design and choice of production venue. Often, the most economical solution is to use the Visual Arts color printers maintained by Calvin Custen and Charles Myers or Commonvision located in the Student Center basement. Plan on at least a two day turn-around when working with a service bureau.

You are required to submit your work in printed form as well as electronically. At the end of the term you will submit a CD labeled with your name that contains pdfs of all of your projects. This CD will not be returned.

DISABILITIES

The Student Support Services Department, located in the Mathematics/ Psychology Building, Room 213, provides services for UMBC students with disabilities. Students with physical or learning disabilities who want accommodation services are encouraged to register with the department as soon as possible. Students also may qualify for additional tutoring, academic, and counseling services. Those services are located in the AC IV Building, B-wing, 345.