

Marketing Communications Design and Production

ADPR 143 - Fall 2005

Tuesdays 5:45-8:25 pm - Johnston Hall Room 003

Instructor: Thomas Wright

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Office Hours: None scheduled, but I'm happy to stay after class for questions, and will be on campus early most days. Available by appointment. Extremely available by email.

Text: Graphic Design Solutions, 3rd Ed. - By Robin Landa (The big orange one)

Recommended Extra Books: Adobe's "Classroom in a book" series for CS2. Illustrator, Photoshop, & InDesign. Great books, and they can do nothing but help you. If you get them, make certain to get the right software version.

Additional Required Stuff: Flash Drive - At least 512Mb. 1Gb recommended by the University. Display materials for Final Portfolio

OFFICIAL UNIVERSITY OBJECTIVES:

ADPR 143 - Marketing Communication Design & Production

- Learn and apply the basic principles of design, creative process, and techniques of print production.
- Cultivate an appreciation for a variety of visual communication.
- Analyze critically graphic design completed by peers and industry professionals.
- Gain an understanding of the history and dynamics of design.
- Student will develop design projects from across a range of product and service sectors. Projects will include business identity, (logo, business card, letterhead and envelope) print advertisement, newsletter, brochure, and package and promotion.
- Develop basic skills using industry standard computer design software and hardware.
- Students will learn to present their work in a professional manner including physically presenting the work, (mounted on presentation boards) and verbally defending its effectiveness.
- At least three pieces from this class will be portfolio ready layouts.

TO THIS, I ADD:

- Understanding your own creative processes and capabilities.
- To open your creative "third eye" for your own creation and the critique of others.
- To prepare you with the basics for a profession in layout and design.

Two Side Notes:

The University regards email as an official method of notifying students of anything. Half or more of this class is essentially spent on computers, so I intend to treat you all as though you check email regularly.

If I'm ever late, please wait at least twenty (20) minutes and then you can leave, with no penalty. There's a rumor on campus of a seven-minute rule, but there is no such rule.

GRADING

- I will **always** accept your work. But, if it's late, the grade will be adjusted down by one step for every class it's late. Not handing something in is the equivalent of a zero, so even if you can only get a D, it's worthwhile mathematically to hand it in.
- I will adjust grades upward one step if you correct things I note on your design, but only one step and only if it's completed before the next class.
- Attendance: Meeting only one night per week, we have very limited class sessions. Missing one of our classes is essentially the same as missing three meetings of a M/W/F class. Regardless of your quality as a designer, if you miss 3-5 nights unexcused, the highest achievable grade is a B. Six or more, a C.
- Since this class attempts to build creativity, there is much subjectivity in the grading of your work. So pay attention to details - subjectivity is effected when details don't 'feel' right. This means spelling counts!
- If you don't feel a grade is fair, ask me about it, but be prepared to explain and defend what you've created.
- University policies on plagiarism, honest and ethical behavior, etc. are in full effect. Infractions can lead to a failing grade or even to dismissal from the University

MORE GRADING

The major portion of your grade will be based on class projects. Together, these will comprise 40% of your grade. This will include at least the following projects (to be handed out in class with all specifications):

- Logo
 - Biz Card/Envelope/Letterhead
 - Print Advertisement(s)
 - Newsletter
 - Brochure(s)
 - Packaging
 - Promotional Item(s)
- Quizzes/Tests - 10% each - Announced the week prior.
 - Responsible for the readings AND lecture items
 - Two planned. I may add one more depending on how the semester goes. (with ample warning)
 - Class Participation - 10%
 - Final Project & Presentation - 25% of your overall grade
 - Critiques - Ungraded, required - 5% (i.e - Free 5% if you do them all)

READINGS

- The vast majority of your readings will come from the textbook, and I will assign them as we go through the semester. Plan on being through the book by mid-October. If you like to read in advance, go for it. It's a very interesting book, and a quick read.
- I will have several handouts throughout the course of the semester. These will be considered required readings, and can be included on the quizzes as well. Please note, if it's on a handout, I will probably overemphasize the important points in class.
- Throughout the semester, I will email you PDFs, links to web pages, and just general email conversation. These are fair game for the tests and (in general) will be fairly important points that need to be made.
- Lecture will somewhat parallel the text, but will definitely vary significantly in many, many instances. My intention is to get the concepts into your heads, and then work with you to put them into practice.

The Schedule

- For the most part, this course has a very dynamic schedule with goals and objectives in mind vs. a hardcore schedule to keep. That said, readings, projects, etc. will be assigned in class as we proceed along. Deadlines will be assigned on the fly, just like being out in the field.

Assignments

CRITIQUES • Eight due, over the course of the semester. These will be explained during the first and second week of class, and assigned as we cross particular thresholds in the course.

YOUR COMPANY • Everyone needs to pick a company to use as your own. "Company" is widely defined as just about anything. Student organization, non-profit group, product or product line, business, service, etc. Nearly anything is applicable. Do NOT pick a large company that already exists. We will be creating logos, designs, etc. for whatever your company is, so having a preconception will hinder your performance.

PEER REVIEW • Periodically, through the semester, we will sit in a "round table" and critique each others work. This is an active part of the industry, and you'll be utilizing your new-found skills to help your fellow students.