

GRAPHIC DESIGN 4

Maryland Institute College of Art
GD 320.03: Graphic Design 4
Spring 2016
F 9am – 3pm, BR 308
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Office hours: 9 – 10am, 3 – 4pm

OVERVIEW

In essence, this class will be an incubator for pop-ups.

pop-up — a store or other business that opens quickly in a temporary location and is intended to operate for only a short period of time.

You will design, produce, and launch a pop-up, with the end-result being a single collective pop-up, which will live as a temporary physical space (location TBD) and as a website.

The development of your pop-up will map to the class's schedule and consist of the following phases:

- 1 — Research
- 2 — Proposal
- 3 — Design
- 4 — Production
- 5 — Launch
- 6 — Documentation

You have the option to collaborate on this project with others, both in and outside of this class, as a team no larger than three.

Your pop-up must be idea driven; it must have meaning or significance to it, and be more than just a means to sell or offer goods, services, or experiences.

Your pop-up must be represented by a cohesive visual identity, reflected in both the goods, services, or experiences that your pop-up offers and the promotional materials of your pop-up, from social media to printed ephemera.

COURSE DESCRIPTION (*italic are my additions*)

Students develop strengths in conceptual thinking and formal experimentation. Students are encouraged to develop languages of design that reflect their own artistic and cultural identities while communicating to various audiences. Projects are presented in a variety of media. *There will be an emphasis on discovering new ways of rendering experiences and representing complex, critical thinking through visual form, from proposals and presentations to cohesive identity systems.* Prerequisite: GD 300 (Graphic Design 3).

OUTCOMES

- Develop a cohesive design approach across various media from paper to screen to space.
- Manage a complex project with multiple elements.
- Identify and research a target audience from which to develop appropriate communication delivery systems.
- Develop visual communication strategies that respect the social and cultural differences among users of design in local and global contexts.
- Develop writing skills that explain and defend ideas.
- Build projects worthy of portfolio presentation.

ATTENDANCE

Attendance will be mandatory. Students who have the equivalent of more than three absences will no longer be eligible to earn credit for the course. Three latenesses will equal an absence.

PARTICIPATION

This class will demand active participation and engagement. You must prepare for every class: please bring the necessary tools and materials that will allow you to fully participate; and the proper attitude and professionalism that will enable you and your fellow students to fully engage.

DOCUMENTATION

Hi-res photo documentation for physical work or proper documentation of screen-based work is due no later than one week after the end of the semester. Failure to submit final files will result in a reduction of 33% credit for the project.

ASSESSMENT

Assessment of your performance will be based on the following set of equally weighted criteria:

- Enthusiasm for your work and the work of others
- Desire for improvement and growth
- Willingness to experiment and take risks
- In-class participation
- Inventiveness of formal and conceptual thinking
- Quality of craft

Letter-grades will reflect how well you meet the criteria:

- A — exceed all of the criteria
- B — meet all of the criteria
- C — meet more than half of the criteria
- D — meet less than half of the criteria
- F — fail to meet any of the criteria

You will receive a midterm assessment of your work-to-date and a final grade.

SCHEDULE

Subject to change.

Week 1, Jan 22

- Introduce class
- Review syllabus
- Presentation: example pop ups

Week 2, Jan 29

- DUE: VISUAL RESEARCH PRESENTATION (PDF)
- DISCUSSION: Metahaven interview
- Viewing: Project Projects Gestalten TV profile

Week 3, Feb 5

- DUE: 2-3 IDEAS DOCUMENT (PDF)
- One-on-one meetings to discuss ideas

Week 4, Feb 5

- DUE: MAKE SOMETHING COOL
- Exercise: Required forms
- Presentation: Identity design examples
- Half-class crits

Week 5, Feb 19

- DUE: POP-UP PRESENTATION DRAFT PROPOSAL / REHEARSAL
- Full-class crit
- Discussion: TBD on design process

Week 6, Feb 26

- DUE: FINAL POP-UP PRESENTATION & PROPOSAL
- Full-class crit
- Precedent identity work

Week 7, Mar 4

- DUE: IDENTITY APPLICATIONS, ROUND 1
- DISCUSSION: TBD
- Half-class crit

Week 8, Mar 11

- DUE: IDENTITY APPLICATIONS, ROUND 2
- Full-class crit

Week 9, Mar 25

- TBD

Week 10, Apr 1

- TBD

Week 11, Apr 8

- TBD

Week 12, Apr 15

– TBD

Week 13, Apr 22

– TBD

Week 14, Apr 29

– TBD

Week 15, May 6

– TBD



Claes Oldenburg, *The Store* (1961)

MICA'S ACADEMIC POLICY STATEMENTS

Americans with Disabilities Act

Any student who may need an accommodation based on the potential impact of a disability should contact the Learning Resource Center at 410-225-2416, in Bunting 458, to establish eligibility and coordinate reasonable accommodations.

Environmental Health and Safety (EHS)

It is the responsibility of faculty and students to follow health and safety guidelines relevant to their individual activities, processes, and to review MICA's Emergency Action Plan and attend EHS training. It is each faculty member's responsibility to coordinate with the EHS Office to ensure that all risks associated with their class activities are identified and to assure that their respective classroom procedures mirror the EHS and Academic Department Guidelines. Each of these policies and procedures must be followed by all students and faculty. Most importantly, faculty are to act in accordance with all safety compliance, state and federal, as employees of this college and are expected to act as examples of how to create art in a way to minimize risk, and reduce harm to themselves and the environment. Faculty must identify and require appropriate personal protective equipment for each art making process, for each student, in all of their classes, when applicable. Students are required to purchase personal protection equipment appropriate for their major. Those students who do not have the proper personal protection equipment will not be permitted to attend class until safe measures and personal protection are in place.

Plagiarism

Each discipline within the arts has specific and appropriate means for students to cite or acknowledge sources and the ideas and material of others used in their own work. Students have the responsibility to become familiar with such processes and to carefully follow their use in developing original work.

— Policy

MICA will not tolerate plagiarism, which is defined as claiming authorship of, or using someone else's ideas or work without proper acknowledgement. Without proper attribution, a student may NOT replicate another's work, paraphrase another's ideas, or appropriate images in a manner that violates the specific rules against plagiarism in the student's department. In addition, students may not submit the same work for credit in more than one course without the explicit approval of all of the instructors of the courses involved.

— Consequences

When an instructor has evidence that a student has plagiarized work submitted for course credit, the instructor will confront the student and impose penalties that may include failing the course. In the case of a serious violation or repeated infractions from the same student, the instructor will report the infractions to the department chair or program director. Depending on the circumstances of the case, the department chair or program director may then report the student to the appropriate dean or provost, who may choose to impose further penalties, including expulsion.

— Appeal Process

Students who are penalized by an instructor or department for committing plagiarism have the right to appeal the charge and penalties that ensue. Within three weeks of institutional action, the student must submit a letter of appeal to the department chairperson or program director, or relevant dean or provost related to the course for which actions were taken. The academic officer will assign three members of the relevant department/division to serve on a review panel. The panel will meet with the student and the instructor of record and will review all relevant and available materials. The panel will determine whether or not to confirm the charge and penalties. The findings of the panel are final. The panel will notify the instructor, the chairperson, division, the student, and the Office of Academic Affairs of their findings and any recommendations for change in penalties.

Title IX Accommodation

Maryland Institute College of Art seeks to provide an environment based on mutual respect that is free of bias, discrimination and harassment. If you have encountered sexual harassment/misconduct/assault we encourage you to report this. Disclosures made to faculty must be reported to the Title IX Coordinator, Title IX Deputy Coordinator, or Title IX Specialist. Disclosures made by students in course assignments are not exempt from mandatory reporting. If you require academic accommodations due to an incident involving sexual harassment or discrimination, please contact Student Affairs at 410.225.2422 or Human Resources at 410.225.2363.

Students with Extended Illness or Cause for Legitimate Absence

In the case of extended illness or other legitimate absences that may keep the student from attending a class for more than three meetings, students must contact the Student Development Specialist in the Division of Student Affairs so that instructors can be notified. Graduate students must contact the instructor, program director, and the Office of Graduate Studies. Students in art education or professional studies programs must contact the Dean for the Center for Art Education or the Dean of the School for Professional and Continuing Studies, respectively. The appropriate administrator will facilitate a conversation with faculty to determine whether the student can achieve satisfactory academic progress.