

GRDSN 201

COURSE LEARNING OUTCOMES (CLOs)

1. Research and collect examples of...
2. Create a design that expresses the personality or spirit of the product/message/event through the creative concept, imagery, materials used and typography.
3. Create a concept for the ad campaign that is the foundation of the advertising message; it answers the question, "What's in it for me?" and promotes the benefit through the creative solution or headline.
4. Incorporate the five elements of an ad.
5. Communicate concept / composition using thumbnail sketches.
6. Submit a styleboard for each of your rough designs.
7. Develop roughs.
8. Develop designs using a photographic, illustrative, graphic or typographic approach.
9. Create sketches of a product still life that communicates to a photographer. Sketching product with various props
10. Be productive and use studio (class) time effectively.
11. Assess your work and make appropriate revisions by getting feedback through the account executive, art director and other colleagues.
12. Deliver a digital comprehensive design.

In this course, students are required to demonstrate the following competencies at an intermediate to advanced level of proficiency:

Course outline

- I. Research and collect examples of...
 - A. well designed pieces matching course projects
 - B. choosing examples that clearly show the graphic design principles in action
 - C. researching color, line, shape, texture, and typography as it is used on the web
 - D. submitting a styleboard for each of your rough designs to show thinking as it relates to the design principles

- II. Create a design that either...
 - A. invites interactivity (ie: is not immediately thrown in the trash)
 - B. makes the receiver of the invite "think"
 - C. makes the person laugh
 - D. shows "intelligence" in the creative approach
 - E. shows artistic, graphical, or typographical control in the design
 - F. through the use of materials and design elements
 - G. shows "wit" (ie: good sense; the ability to make clever remarks in a sharp, amusing way)

- III. Create a concept for the invitation that creates interest in the event and promotes the benefit through the creative solution or headline.

- IV. Submit a styleboard for each of your rough designs that...
 - A. shows thinking as it relates to the design principles
 - B. state the objective and your creative strategy
 - C. clearly shows an industry example(s)
 - D. clearly shows creative usage of typography

- E. clearly shows usage of a minimum of 3 design elements
(ie: color, line, shape, texture, value, spatial depth)
 - F. is linked to the roster page with your rough design
- V. Produce visual elements that are appropriate / effective in representing the client / product by...
- A. representing the company, service or product in a positive way
 - B. communicating the mood, spirit and/or theme of the product and company
 - C. not offending people
 - D. appealing to the target audience
 - E. producing a design that works together when displayed in multiples
- VI. Create sketches of a product still life that communicates to a photographer by...
- A. sketching various lighting situations
 - B. sketching various / different photographic crops of product
 - C. sketching various perspective angles (birds eye view, worms eye view, etc)
 - D. sketching product with various props
 - E. supplying your photographer with 3 tight sketches prior to studio time
- VII. Devise and apply grid systems to visually organize and communicate information by using graph paper, software rulers, column guides, and margins.
- VIII. Be productive and use studio (class) time effectively by...
- A. attending all process class sessions
 - B. showing up with research materials
 - C. participating in concept development
 - D. using class time as an opportunity to get the job done
- IX. Assess your work and make appropriate revisions by getting feedback through the account executive, art director and other colleagues.
- X. Art direct photo shoot in a professional manner by...
- A. listening to your photographer
 - B. speaking politely
 - C. being prepared during studio time by bringing sketches, props and final product design
- XI. Re-purpose Projects for multiple media, formats and platforms