SYLLABUS

Course Title	Advanced Graphic Design Projects
Course Number	GRD 420
Number of Credits	3 semester credits
Course Dates	5/20/19 - 7/20/19
Instructor	Chris Hadfield
Email Address	chris.hadfield@doane.edu
Office Hours/Availability	5:30-6 Monday - Thursday
Phone Number	402.202.2435 calls only
Textbook Information: (e.g. title, edition, publisher, ISBN)	NA
Additional Course Materials	NA
Course Description	In this advanced studio course, students will further develop creative and technical skills for tackling challenging professional projects. The course focuses on the principles and elements of brands and identity systems. Students complete projects that address the significance of brand design, application, and identity management that are consistent with an organization's mission, goals, and objectives. At

	the conclusion of this course students demonstrate the conceptual and technical ability to understand, establish, define, and create a complex design system. **Prerequisite: GRD 416.**
Program Outcomes	a. Develop critical and analytical thinking skills b. Apply creative solutions to complex problems c. Gain working knowledge of communication concepts, processes, and visualization of techniques d. Appreciate the role of graphic design history and criticism as a framework for practice e. Master current material and tools, and technologies for graphic design f. Understand the underlying principles and practices in image design, typography, symbol systems, informational and promotional design, multimedia, and Web design g. Recognize the designer's responsibility to the client, audience, and society h. Practice effective and innovative communication in the field of graphic design
Course Learning Outcomes/Objectives	Students will be involved in three multimedia projects and presentations over eight weeks, including: ● Re-branding an already established brand from the ground up. ● Re-imagining a movie franchise. ● Full rollout promotion of a new product. This class is designed to give soon to graduate Graphic Design majors the real world experience of working in a design environment. There will be tight deadlines, critical review, and presentations that will include feedback from focus groups. Upon completion of this class students will have gained the experience needed to work through difficult situations, problem solve on the fly, and overcome obstacles creatively and quickly.

Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1-3	Re-Branding	Lecture	Fully Re-brad rollout including but not limited to Business cards, website, video commercial and other peripherals	End of week 3 class
4-6	Re-imagine a movie franchise	Lecture	Re-imagine a popular movie franchise in the style of a chosen designer including trailer, posters and lobby cards	End of week 6
7-8	Full rollout of a new product	Lecture	Full rollout of new energy drink including can design, in store displays and other peripherals	End of week 8

Grading Assessments

Type of Assessment	Points	Total possible points
Re-Branding	33.3	33.3
Re-Imagine Movie	33.3	33.3
New Rollout	33.3	33.3

Grade Scale

A+ = 97-100%   A = 94-96%   A- = 90-93%   B+ = 87-89%   B = 84-86%   B- = 80-83%

C+ = 77-79%   C = 74-76%   C- = 70-73%   D+ = 67-69%   D = 64-66%   D- = 60-63%

F= 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade. (Faculty to insert any additional class participation; see resource page for ideas.)

Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	(Include expectations regarding late work; please see attachment for examples.)
Submitting Assignments	(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)
Communication Policy including Assignment Feedback	(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)
Academic Integrity Policy	Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories: 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. *Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators* For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333

Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time*.*