

COMMUNICATION DESIGN 1 | COMD2300 SYLLABUS

FALL 2023 | TUE & FRI 11:30A-2:00P | PEARL 112

Student Hours: 2:00-2:30P

Prof. Frances Smith | Email: frances.smith97@citytech.cuny.edu | pw: adcreative

COURSE DESCRIPTION

This is a foundation course in advertising and graphic design. Students are challenged to combine foundation skills with conceptual thinking in order to develop creative solutions. Students develop the ability to communicate ideas visually through art direction, and verbally through copywriting. Project-based assignments from concept through digital output challenge students to consider the relationship between the product, its' target audience and marketing objectives. Students learn the importance of conceptual thinking, professional execution and presentation of their ideas. Students may work in teams on the concept, design and development process.

3 Credits, 6 hours (1 Class, 5 Lab Hrs)

Prerequisites: [COMD 1200](#); *Pre- or corequisite:* [COMD 1257](#) [COMD 1162](#), [COMD 2327](#), [CDMG 2330](#)

COURSE OBJECTIVES

INSTRUCTIONAL OBJECTIVES

For the successful completion of this course, students should be able to:

- Develop students personal creative process, verbal presentation and ability to solve a variety of advertising design problems.
- Further familiarize and broaden students knowledge of the visual and verbal design vocabulary.
- Actively participate in objective critiques using critical thinking and knowledge of the overall campaign objective
- Seek the great ideas that lie beyond the initial mediocre solutions.

GENERAL EDUCATION GOALS

GENERAL EDUCATION OUTCOME COVERED

- **Oral Communication | Speaking:** The student will demonstrate the ability to articulate himself using relevant industry-specific language
- **Oral Communication | Listening:** The student will demonstrate the ability to discern pertinent information from irrelevant information.
- **Thinking Critically |** The student will demonstrate the ability to evaluate evidence and apply reasoning to make valid inferences.

ASSESSMENT

Evaluation methods and criteria

- Students will demonstrate independent research, conceptual development and verbal presentation skills.
- Through research, students will expand their knowledge of design masters while discovering their own visual and verbal approach.
- Students will demonstrate the ability to give and take honest constructive criticism as it pertains to accomplishing the overall objective.
- Students will demonstrate the ability to generate multiple fully formed ideas and determine the most viable.

HOW THE OUTCOME IS ASSESSED

- Evaluate through class discussion, critique, and /or written tests if students use appropriate nomenclature to defend creative, critical and technical decisions in project concepts and development.
- Evaluate how well students absorbed and consequently applied the learning through oral critiques of projects.
- Evaluate through class critique to determine how well students were able to advance their project concepts by applying evidence and using logic to make decisions.



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CLASS MATERIALS

- Sketchbook
- Black fine line pens, markers, a file folder for all of you paperwork.

TEACHING/LEARNING METHODS

- Lectures
- Examples / Reference
- Critiques
- Formal Presentations

GRADING

Project 1 & Presentation	20%
Project 2 & Presentation	20%
Project 3 & Presentation	20%
Project 4 & Presentation	20%
Portfolio Presentation	8%
Attendance & Class Participation	12%

You will be graded on 4 major projects. All grades are based on an A-F Scale. A grading rubric be provided for all projects, it will establish the grading criteria. Any projects handed in late, after the beginning of class, will be automatically knocked down a letter grade. Projects that are two classes late will be automatically graded as a D. Not handing in a project is an automatic F.

REQUIRED TEXT

None required. See page 5 for recommendations

Attendance (College) and Lateness (Department) Policies:

A class roster roll will be taken at the beginning of each class. Students arriving after the roll is taken will be marked "late." This course meets twice a week for 15 weeks (30 sessions). College policy sets the maximum number of absences at 10% of class time (3) 4 is Failing. Multiple late arrivals equal an absence. A student may be withdrawn because of unsatisfactory attendance (code WU) a student may be asked to withdraw from the class (code W) before the College drop deadline or may be withdrawn from the class (code WU). You will be expected to come to class prepared to explain and defend your ideas. All preliminary creative developmental research and work is expected to be done as homework, a minimum of 4 hours a week.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the [College Catalog](#).

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Date	Lecture Topic/Lab/Homework	Lab & Homework
08/25/23	Course introduction. Syllabus, Grading, Class ethos. The Design process and how to find your style exercise. Introduce Project #1	Choose an artist for Project #1
08/29/23	Approaches to Visual Problem Solving, Exploring an Idea. Creative Brief 1.0	Start to develop a mood board for project #1
09/01/23	Moodboards due. Visualizing an Idea: Sketching/Thumbnails	Sketch 9 thumbnails for project #1.
09/05/23	Evaluate 9 thumbnails & feedback.	Discuss solutions and refine thumbnails.
09/08/23	Taking Your Idea from sketch to Prototype. In class design	Refine 1 or 2 concepts to comp Stage.
09/12/23	Preliminary critique: Presentation Template. Evaluate comp stage designs.	Begin finalizing design layout for project #1
09/15/23	College Closed	
09/19/23	Project #1 Due, Presentations & Feedback	
09/22/23	What is an advertising campaign? Graphic design principles' effects on advertising. Creative Brief 3.0 Project #2	Creative brief for Project #2 DUE next class.
09/26/23	Elements of an ad: headline, tagline & call-to-action. Share creative briefs with class.	Begin to write 12 Headlines and 4 Taglines DUE next class.
09/29/23	The 'big idea': concept, continuity & copy. Share headlines and taglines.	Begin sketch thumbnail concepts. DUE next class.
10/03/23	Design Principles: Current Design Solutions. Review thumbnails. Begin taking concepts to computer.	Refine thumbnails. Start bringing sketches to comp stage.
10/06/23	Visual Approaches: Making the product hero. Group critiques, open feedback. Refine concepts to one ad campaign.	Continue work on comps.
10/10/23	College Closed	Evaluate product shot options for selected brand.
10/13/23	Preliminary critique with class.	In-class Design Time.
10/17/23	Project #2 Due, Presentations & Feedback	
10/20/23	Social Impact and Design. Introduce Project #3.	Group assignments, research, creative brief.
10/24/23	Creative Brief Due. Lecture on Art direction and style guides.	Group: begin pulling visual references for style guides.
10/27/23	Evaluate working style guide. Lecture on Guerrilla Marketing.	Thumbnails for three ad campaign concepts
10/31/23	3 Concepts Due. Teams decide on one tagline, call-to-action and theme, refine thumbnails.	Sketch thumbnails for deliverables. Finalize style guides.
11/03/23	Design Principles in Advertising: Illustrator/Vector. Size vs. legibility.	Finalize thumbnails and begin computer production of campaign.

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11/07/23	Preliminary critique with class. In-Class design time.	Finalize Project #3 presentations.
11/10/23	Project #3 Due. Presentations & Feedback	
11/14/23	Introduce Project #4: Brand Creation & Launch: Disruptor brands & digital campaigns	Group assignments, research, creative brief.
11/17/23	Team creative brief due. Lecture on storyboarding, and advertising with movement.	Individuals will begin drawing 3 storyboard concepts. DUE 11/21
11/21/23	Individual storyboard concepts due. Photoshop lecture.	Creative brief and Style Guide DUE next class.
11/24/23	Preliminary critique with class.	In-Class design time.
11/28/23	College Closed	
12/01/23	Project #4 Due. Presentations & Feedback	
12/05/23	Anatomy of a Portfolio. Introduce Portfolio Project (Final) OpenLab Template	Portfolio discovery, visual references.
12/08/23	Present top two projects. Portfolio Feedback	In class design time.
12/12/23	No Classes/Reading Day	Final preparations for Portfolio presentations.
12/15/23	In class design time.	In class design time.
12/19/23	Portfolio Presentations. Final Class	

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RECOMMENDED READING

- Ogilvy on Advertising (In the Digital Age) by Miles Young
- Creative Confidence by Tom Kelley, David Kelley
- Extra Bold: A Feminist, Inclusive, Anti-Racist, Nonbinary Field Guide for Graphic Designers by Ellen Lupton (*Thinking with Type*), Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaleena Sales, Leslie Xia, and Valentina Vergara.
- Why Design Matters by Debbie Millman
- Steal Like an Artist by Austin Kleon
- Hey Whipple, Squeeze This. by Luke Sullivan
- Dream in Color by Tre Seals

RECOMMENDED CREATIVE REFERENCES

- AIGA Annual
- Art Directors Club Annual
- Type Directors Club Annual
- Magazines: Print, CA, Juxtapoz, Eye on Design
- New York Times