DESIGN TEAM

CLASS DETAILS

COMD 4701-D278
Fall 2015
CUNY NYC College of Technology
Tuesday 10:00AM - 1:20PM
Room Con Edison G-203
Professor Andrew Shea
ashea@citytech.cuny.edu
Wednesdays 11:30–1:30pm (location TBD)

READINGS

Designing for Social Change,
by Andrew Shea

USEFUL WEBSITES

» aiga.org
» designobserver.org

COURSE DESCRIPTION

Working individually or in teams, students consult with a variety of clients on the design and production of a range of print and digital media including logos, posters, web sites, advertising campaigns, brochures and other promotional materials. Students are responsible for collecting research, conducting meetings, making presentations and following client guidelines. The role of deadlines and budgets is stressed. Students are expected to be involved in all phases of production.

This course will have actual clients with actual design projects. The class will be divided into teams of 4-6 students, with each team functioning as the nucleus of an agency or design firm creative/production group. Team configuration and roles may change during the semester, so that all students have exposure to varying responsibilities. It is expected that each team will produce several assignments of varying complexity, from concept to production.

COURSE OBJECTIVES

» Demonstrate the ability to work in a professional design firm/agency situation and contribute effectively as a member of a creative/production team
» Develop and produce concepts including headlines and visuals, for the client and media. Produce concepts in rough and comprehensive layouts.
» Demonstrate the ability to develop strategy based on research and client guidelines.
» Produce a professional level proposal and presentation. Conduct a client meeting and make a formal presentation of creative work.
» Students will demonstrate the ability to keep a time sheet for billing purposes, schedule workflow, estimate creative time, art, type, photography, and production costs and present estimates to client.
» Design and/or produce artwork and web sites, photography, and follow specifications for printing of approved projects.
» Prepare all aspects of materials, from concept to presentation to production, according to a schedule agreed upon by agency/studio and client.

EXPECTATIONS

» Be in class every week and be on time
» Be prepared and ready to work every week
» Be creative and professional in your approach to the work
» Hand in work on time, and as instructed
» Be passionate, be involved

ASSIGNMENTS

COMMENCEMENT MATERIALS (5 Weeks)

This class is one of several sections of The Design Team in which students design materials to advertise and support City Tech's graduation commencement. This project will conclude on 10/13, but there will be a final presentation in mid-November, during which some or all of your teams will present your designs to the City Tech President, Dean, and Provost. They will decide which designs will be used for commencement.

BIG REUSE (9 Weeks)

Did you know that 19,000 tons of building material are thrown out every day in New York City? These materials are clogging our landfills, releasing carbon into the atmosphere, and creating a need for more materials to be manufactured. Reuse is a environmentally friendly alternative to discarding durable materials. Big Reuse is doing something about the problem.

Big Reuse is New York City's only non-profit retail outlet for salvaged and surplus

ASSESSMENT CRITERIA

30%
Overall Participation (classroom participation, research, administration, and presentation skills)

30%
Project 1

40%
Project 2

GRADING
A
Work of exceptional quality, which often goes beyond the stated goals of the course
A-
Work of very high quality
B+
Work of high quality that indicates substantially higher than average abilities
B
Very good work that satisfies the goals of the course
B-
Good work
C+
Above-average work
C
Average work that indicates an understanding of the course material; passable
Satisfactory completion of a course is considered to be a grade of C or higher.
C-
Passing work but below good academic standing
D
Below-average work that indicates a student does not fully understand the assignments;
F
Failure, no credit

building materials. Their mission is to keep these materials out of the landfill, while offering deep discounts on their resale. They are working towards reducing the amount of unnecessary construction and demolition waste clogging our landfills, which contributes to pollution, GHG emissions, climate change and global warming.

Big Reuse recently changed their name (used to be "Build It Green") and now has a new logo. They need designs help to support and amplify their mission, activities, and impact. Several of their design needs include:

» Branding style guide
» Signage / Wayfinding
» Advertising materials (postcards advertising reuse centers, t-shirt design, crowdfunding graphics)
» Infographics (about community composting process, about their reuse work)
» Truck wrap design

CALENDAR

Project 1

CLASS 1 September 01
For next class: Reading about Interviewing Clients (handout); Present inspiring examples of commencement materials; form teams

CLASS 2 September 08
This week: Guest— Kim Cardascia
For next week: Present inspiring examples of commencement materials; form teams

CLASS 3 September 29
For next week: Present rough designs of commencement materials

CLASS 4 October 06
For next week: Present revised designs of commencement materials

CLASS 5 October 13
Due this week: Final designs of commencement materials
For next week: Prepare questions about what you are interested in design; Read about Big Reuse: http://www.bignyc.org/press

Project 2

CLASS 6 October 20
Due this week: Meet at Big Reuse (address coming).
For next week: Present one inspiring design that similar to what you will be designing (example: if your group is designing signage, bring in inspiring signage design)

CLASS 7 October 27
For next week: Present Research

CLASS 8 November 03
For next week: Present Sketches

CLASS 9 November 10
For next week: Present Rough Designs for Critique

CLASS 10 November 17
For next week: Present Rough Designs to Client

CLASS 11 November 24
Due this week: Present Rough Designs to Client
For next week: Present revised Designs Design based on Partner / Critic feedback

CLASS 12 December 01
For next week: Present Revised Designs for Critique

CLASS 13 December 08
For next week: Present Final Designs and files

CLASS 14 December 15 (Last Class)
For next week: Final Files (for client and instructor), Case Study

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FORMAL TECHNIQUES
*Useful strategies that can be applied
in the search for visual solutions:*

Instability / Symmetry
Irregularity / Regularity
Complexity / Simplicity
Fragmentation / Unity
Intricacy / Economy
Exaggeration / Understatement
Spontaneity / Predictability
Activeness / Stasis
Boldness / Subtlety
Accent / Neutrality
Transparency / Opacity
Variation / Consistency
Distortion / Accuracy
Depth / Flatness
Juxtaposition / Singularity
Randomness / Sequentiality
Sharpness / Diffusion
Episodicity / Repetition

PARTICIPATION
Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

ATTENDANCE (COLLEGE)
You are expected to attend each class meeting. You may be absent without penalty for no more than 10% of the class instructional hours (including all courses with laboratory, clinical or fieldwork) during the semester. **Simply put: be here every week If you are absent more than twice your grade will be lowered or you may fail the course.**

LATENESS (DEPARTMENT) POLICIES
A class roster roll will be taken at the beginning of each class. Only two absences (see college policy above) are allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), 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). **Simply put: be here every week, ON TIME if you are late more than twice your grade will be lowered or you may fail the course**

ELECTRONIC DEVICES
Use of electronic devices (phones, tablets, laptops) is permitted when the device is being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

ACADEMIC INTEGRITY POLICY
You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.