

DESIGN TEAM

COMD 4701-D282 - Spring 2017
MONDAY 2:30-5:50 PM • NAMM 1118
PROFESSOR Mary Beth Kilkelly
Office Hour: Monday 1:00-2:00pm
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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

ASSESSMENT CRITERIA

In the business world, team participation and presentation skills are as important as individual work. Therefore, grades will be determined as follows:

15% Written/reading/research

60% Creative work and art direction: thumbnails, roughs, comps; or finished art; photography, desktop publishing, production

25% Classroom participation, administration, and presentation skills

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, above-average work that satisfies the goals of the course.

B- Good work.

C+ Average work that shows effort.

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.

ASSIGNMENTS

Project 1 – In Class

QUICK BRANDING - TEAM STYLE GUIDE

Organizational Map

Project Outlines

- Team Organization: Strengths/Weaknesses/Who does what?
- Phases/Drafts/Passes
- Identify Stakeholders for Approvals
- Technical Standards for all phases
- Platforms and software

Project 2 - DUE 3/13

INFOGRAPHIC ASSETS for

FRACKING RESEARCH PROJECT

- Working in 3 Teams of 6
- Each team will develop infographic assets from data archive in order to promote the work and mission of the Fracking Research Project

PROJECT 3 - DUE 4/3

READING RESPONSE

Read: Chapter 9, Working with Emotional Intelligence by Daniel Goleman (PDF on OPENLAB)

Write: 2- PAGE response, no less than 6 paragraphs.

Summarize the excerpt and write your response.

Do you think emotional intelligence will be crucial in your career? Do you see these dynamics in your school, home and work lives, or do you NOT see them?

FINAL PROJECT - DUE 5/22

TO BE ANNOUNCED

CALENDAR

CLASS 1 – 1/30

Review client questionnaire
Review project management concepts
Discuss bias/team theory
Break into first team, do team style guide

CLASS 2 – 2/6

Meet client, create project brief
Begin work on PROJECT 2

NO CLASS 2/13

CLASS 3 – 2/15

DUE: Project 2
Progress/Goals Report

NO CLASS 2/20

DUE: Project 2
Progress/Goals Report
IN CLASS – BEHAVIOR EXERCISE

CLASS 4 – 2/27

DUE: Project 2
Progress/Goals Report

CLASS 5 – 3/6

DUE: Project 2
Progress/Goals Report

CLASS 6 – 3/13

PROJECT 2 DUE

CLASS 7 – 3/20

BEGIN FINAL PROJECT
Prepare Brief in Class

CLASS 8 – 3/27

Due: FINAL Project
Progress and Goals Report

CLASS 9 – 4/3

Project 3/READING RESPONSE DUE
Due: FINAL Project
Progress and Goals Report

NO CLASSES 4/10-18

CLASS 10 – 4/20

Due: FINAL Project
Progress and Goals Report

CLASS 11 – 4/24

Due: FINAL Project

PARTICIPATION

What does this mean? Keep up with reading, complete assignments, projects, speak up respectfully in class discussions, pull your weight in group work, and coming to class regularly and on time.

COLLEGE POLICY: Attendance

DEPARTMENT POLICY: Lateness

A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows: Class Meets 1 time/week 10% = 2 classes, 2 times/week 10% = 3 classes, 3 times/week 10% = 4 classes. Students arriving 15 minutes after the class start time will be marked "late." Two "lates" equals one absence. If a student's class absences or equivalent exceed the limit established for a given course, the instructor will alert the student that a grade of "WU" may be assigned.

Be here every week. Arrive on time.

If you are absent or late more than twice your grade will be lowered, or you may fail the course.

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 citing 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 at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

ELECTRONIC DEVICES

Electronic devices (phones, tablets, laptops) are permitted when 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.

Progress and Goals Report

CLASS 12 – 5/1

Due: FINAL Project
Progress and Goals Report

CLASS 13 – 5/8

Due: FINAL Project
Progress and Goals Report

CLASS 14 – 5/14

Due: FINAL Project
Progress and Goals Report

FINALS – 5/22

FINAL PROJECT PRESENTATIONS

Concepts and vocabulary:

Marketing and Operations:

- Target Audience
- Stakeholders/Sign Off
- Confirmed Specs; Production Team
- Concept Buy-In
- Approval Routing
- Consensus
- Organizational Hierarchy
- Copyright, ownership, approval
- Licensing vs. Branding
- Stock Assets
- Courtesy Approval vs.
 - Contractual Approval
- Project Management
- Time Sheets
- Budgeting: time and costs

Visual Problem Solving:

- 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/Diffuse

