



# Intermediate Graphic Design

## School of Visual Concepts

Note: This is a general guide to material that may be covered. Each instructor may cover these subjects in different order and with a different degree of emphasis.

### **Objectives:**

This intermediate graphic design class will focus on corporate identity and branding with projects and information that prepare students for a job in the graphic design industry. Students will create, present and critique assignments on a weekly basis. Students will understand the process of graphic design projects, from start to finish, including the preliminary research and planning involved before design can begin. Projects will be created for and presented to a client, as well as finessed for portfolio. We will explore branding and extending a brand to a variety of applications. Students will have frequent exposure to examples of “real-world” projects, parameters and deadlines.

### **Prerequisites:**

Portfolio review or completion of Intro to Drawing, Graphic Design, and Typography classes.

### **WEEK 1: THE DESIGN PROCESS**

Class Introductions / Expectations

- Design in business
  - Marketing function within companies
  - Design decisions
  - Marketing: PR, promotion, advertising, collateral, packaging and interactive
  - Designers within the industry
  - Design firms, agencies, in-house, freelance, web, and others
  - How designers are hired
  
- What is a brand?
  - Brand elements: personality, promise, values, attributes
  - The brand: identity, messaging, collateral, packaging
  - Strategic design vs. art for art's sake
  
- Project process
  - Client download, creative brief, internal kickoff, creative exploration, presentations, production

**Class Presentation/Critique 1:** Corporate ID examples, Student work/background

**Assignment 1:** Select a company to redesign logo. Define company's audience, competition, and differentiation in the marketplace. Begin designing corporate Identity – B/W sketches.

## **WEEK 2: CORPORATE IDENTITY**

- Brand Development
- Concepts
- Logo design -- forms/shapes, symbolism
- Icons and logotypes
- Typography

**Class Presentation/Critique 2:** Present the company's audience, competition, and differentiation. Present B/W Corporate ID sketches.

**Assignment 2:** Revise selected B/W Corporate ID sketches to digital, explore color palette.

## **WEEK 3: STATIONARY SYSTEMS**

Business papers system: stationery letterhead, 2nd sheet, business card, envelopes, mailing label, fax cover, press sheet, folder

- General layouts
- Grid systems
  - Secondary design elements
  - Primary and secondary typefaces
- Paper
  - Weights, textures, colors
  - Envelope styles
  - Paper Sample books
- Production mechanicals

**Class Presentation/Critique 3:** Present revised, digital Corporate ID, color palette.

**Assignment 3:** Finalize ID, digitally, in color, for portfolio. Apply to piece, B/W sketches (TBD).

## **WEEK 4: THE CREATIVE BRIEF**

- Client download
- Project objectives / timeline
- Research
- Audience, competition, differentiation

**Class Presentation/Critique 4:** Present final Corporate ID, show revised application to piece.

**Assignment 4:** "The Wandering Vine": review Brief, conduct research and create mood boards

## **WEEK 5: DESIGN EXTENSIONS**

Basics of design extended to;

- Print, packaging a single product vs. a product line
- Elements of packaging
  - size, shape
  - material, durability
  - production/printing method
  - usability
  - modes of display

**Class Presentation/Critique 5:** Review research and mood boards

**Assignment 5:** “The Wandering Vine”: Corporate ID, develop B/W sketches

## **WEEK 6: PRINT LAYOUTS**

Design layouts

- messaging
  - complex vs. simple, classical vs. trendy
  - verbally oriented vs. visually oriented
  - grid systems vs. free form
  - media considerations
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- Budget and time constraints
  - Reaching your target audience

**Class Presentation/Critique 6:** Present “The Wandering Vine” ID concepts – B/W sketches

**Assignment 6:** Refine selected sketches (digital) and explore color palette

## **WEEK 7: PHOTOGRAPHY & ILLUSTRATION STYLE**

Photography

- Table top --still
- Location
- Stock

Illustration

- Media; painting, watercolor, pen & ink, collage, etc
- Style; realist, humorous, primitive, 3D animated, action

Evaluating photographer/illustrators’ books

- Selecting the right one
- Giving the assignment
- Evaluating their work
- Direction at the sketch stage assignment

**Class Presentation/Critique 7:** Present refined, digital “The Wandering Vine” ID concepts, palette

**Assignment 7:** Finalize ID, begin applying it to selected application (TBD)

## **WEEK 8: PORTFOLIO AND GETTING A JOB**

- Portfolio and contents
- Presentation
- Creative directors qualifications and assessing the prospective employer
- Researching Design firms
- Local vs. national
- Design firms vs. in-house (the interview)
- Interview process

**Class Presentation/Critique 8:** Present final ID and B/W application sketches

**Assignment 8:** Refine selected application (digital, color)

## **WEEK 9: PRESENTATION TECHNIQUE**

- Preparing concepts
- Selling your work
- Handling different scenarios

**Class Presentation/Critique 9:** Present final application

**Assignment 9:** Prepare files for client presentation, mount to boards

## **WEEK 10: THE WANDERING VINE, CLIENT PRESENTATION**

- Offsite presentation to client
- Get client feedback, discuss next steps
- Fill out student questionnaire