

ART 413: ADVANCED PROBLEMS: IDENTITY AND MARKETING

course description Advanced applied problems in design. Emphasis on formal, intellectual, aesthetic and pragmatic issues. Problems organizing word and symbol to form identities. Work leading to significant portfolio development.

ongoing project The emphasis of this class is on exploring visual identity in graphic design — creation of logos, and application of these marks to visual systems. We will explore these processes through conceptually based design projects — all requiring problem interpretation, audience analysis, research, thumbnails, comps, and final presentation.

course goals

- explore and create visual identity systems
- use critical thinking skills in identifying and interpreting design problems
- investigation and research of content and identity
- prepare and present research to class
- exploration of the design process on a professional level including audience identification, client relationships, and presentation, and production preparation
- investigate and engage in graphic design competitions
- develop an approach to graphic design that leads to personal standards of excellence
- create quality work for use in personal portfolio

requirements & grading

- be in class – work in class
- complete all assignments in timely and accurate manner
- develop quality design solutions
- prepare and make quality class presentations
- participate in class discussions/work sessions/critiques
- complete final portfolio

Grades will be based on your performance and improvement in all areas. Grades will also be based on concept development, execution of solution (craft), and presentation/participation. All projects and final portfolio must be completed for a passing grade.

If you have any concerns about meeting the expectations or requirements for this course, please see me as soon as possible.

section 1
TR 8-10:30
Rm NFAC 190
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process & projects

project 1

Research, record & package information and material regarding an individual you feel needs a brand
Deliverables: Package as a unit – materials from interviews, photos, a creative brief that positions them relative to others, develops a concept and proposes deliverables,

- Choose a person (not a partner) that needs branding
- Develop meeting strategy for client using questionnaire and interview
- Develop meeting strategy for two friends of client with questionnaire & interview
- Conduct photo shoot to visually represent the individual
- Position them relative to others
- Develop a brand concept
- Propose deliverables
- Create a materials board
- Prepare a creative brief to guide branding and design needs for the individual
- Package for hand off

project 2

Develop brand strategy for a person, with logo/mark/wordmark.
Deliverables: Apply the logo/mark/wordmark and brand strategy to a visual identity system that includes: a correspondence system, vehicle(s), public/environmental graphic(s), an online presence and promotional pieces. Final system must have 8 parts

- Develop brand strategy
- Design logo/mark/wordmark – consider applications as you work
- Logo can use color, but must also be presented in black
- Develop full identity system
- Make quality design decisions getting the most out your budget
- Final presentations must use original images to show applications on all required materials
- Track hours for entire project and present with final

project 3

Design and submit poster to annual national juried poster design competition.
Deliverables: Poster + submission slip

- Class will choose contest
- Projects must follow all competition guidelines, often including brief artist's statement and technical statement and directed theme.
- Posters must be submitted by competition due date for class credit

project 4

Working with an assigned song, research its cultural and historical significance. Develop and steer this research in a direction that you feel best uncovers a body of information that can be organized into a museum show to be housed in the Smithsonian's National Museum of American History
Deliverables: Presentation, design brief and accumulated content

- Identify resources, material, approaches needed for exploration
- Create research proposal with above considerations and calendar
- Produce presentation as a sales tool with museum curator as audience
- Produce design brief that outlines marketing strategy, exhibit organization, identifies audience demographic etc.

project 5

Design an brand for a museum exhibition at the Smithsonian National Museum of American History. The exhibit will be based on the research completed in project 4. Create and apply an Identity to all material generated for the promotion and marketing of this show
Deliverables: Include all promotional and marketing material and an exhibition gallery guide,

- Create an identifying mark for the exhibition
- Develop a promotional strategy and campaign, including a system with at least 8 different promotional pieces and a deployment plan for the exhibit
- Promos must include all pertinent details for the exhibit
- All images and work must be original (gallery brochure can show images from exhibit)
- Design a gallery guide which will be available to exhibit visitors. Guide can be either print or screen-based. Printed brochure must be at least 8 pages Digital brochure must be at least 6 pages Include in gallery guide: Copy describing exhibit, images of exhibit, gallery map/layout

In addition to the projects listed here, students are also required to submit projects to at least four national or regional juried design competitions. Competition notices will be posted in design room Let me know when you have entered, and if you have work accepted into an exhibition.

ART 413: CALENDER

1st week january 24/26	tue – class intro – discuss logo identity research thu – workshop questions
2nd week january 31 / february 23	tue – workshop questionnaire answers discuss photo shoot thu – workshop rough creative briefs
3rd week february 7/9	tue – workshop presentation thu – final project #1 – due and present (5 minutes)
4th week february 14/16	tue – workshop rough logos thu – logos/brand strategy critique
5th week february 21/23	tue – critique all deliverables thu – workshop presentation
6th week february 28 march 2	tue – final project due #2 – due and present (10 minutes) thu – final project due #2 – due and present (10 minutes)
7th week march 7/9	tue – present competition – discuss thu – comps due project – poster
8th week march 14/16	tue – refinement desk crits thu – final project due #3 – due and present
SPRING BREAK	
9th week march 28/30	tue – workshop research thu – workshop presentation
10th week april 4/6	tue – final project due #4 – due and present (15 minutes) thu – final project due #4 – due and present (15 minutes)
11th week april 11/13	tue – final project due #4 – due and present (15 minutes) thu – discuss project discuss museum related issues
12th week april 18/20	tue – workshop thumbnails & sketches thu – workshop roughs
13th week april 25/27	tue – critique roughs of package and system thu – workshop comps
14th week april 2/4	tue – critique final comps thu – workshop presentation
15th week may 9/11	tue – final project due #5 – due and present (10 minutes) thu – final project due #5 – due and present (10 minutes)