

**Art 420**  
Advanced Graphic Design, Studio I  
System Graphics

**SYLLABUS**

**USING SYSTEM DESIGN**

Identity, Information & Community Service

A service-learning course integrating  
design theory and practice for local needs.

**Fall 2008**

**St. Cloud State University  
Art Department**

**Kiehle Visual Arts Center**  
Rm. 104/ MWF 1-2:45

Instructor: Keith Christensen  
Office: 104a  
Office phone: 320/308-4807

Office hours  
MON: 12/ WEDS: 6 & by appointment

email: [kc@stcloudstate.edu](mailto:kc@stcloudstate.edu)  
[web.stcloudstate.edu/kchristensen](http://web.stcloudstate.edu/kchristensen)

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COURSE DESCRIPTION

**This advanced graphic design studio course** focuses on the use of graphic design in brand identity and information systems. The coursework involves learning applicable theories and investigating case studies. The course work will revolve around system design projects for a local client organization.

Completed projects will be presented for critique as well as documented in notebook form. There will also be collaborative activities, field work, readings, response papers, and reports.

PREREQUISITES OBJECTIVES

- Graphic Design Majors: Completion of foundation courses and acceptance to BFA Graphic Design Major
- Art 320, Art 321, Art 322
- Others: Permission of instructor

OBJECTIVES

- The development of a process applied to solving system design problems
- The development and practice of design research methods
- Gain an experience with the appropriate computer technologies to accomplish the project work
- Gain an understanding of relevant theories through readings, response papers and discussion
- The development of high level of design standards and capabilities. The project work may serve as portfolio development.

PERSONAL CLASS NOTEBOOK & BACKUP

- A 3-ring binder notebook or folder is to be kept to include all class assignments, handouts, project research. etc.
- It is each class member's responsibility to backup project work regularly to safeguard the computer work. This can be done on a keychain disk or to the server account that is provided to each SCSU student.

ATTENDANCE POLICY

Attendance is considered as a part of professional practice. Everyone is expected to arrive on time and stay throughout the class. More than two unexcused absences will result in a lowered grade. Students are responsible for information and assignments missed if they are absent. Please inform the instructor if there is an illness or an expected absence.

ALL ASSIGNMENTS

There will be assignments that are expected to be handed in on time and to meet the stated or written criteria. If criteria isn't met or the submission is late the grade will be lowered. A high level of presentation quality will be emphasized and practiced for all assignments. Notebooks are to be well organized, understandable and neat. Mounted work is to be burnished flat, positioned straight and the appropriate board color is to be used.

PARTICIPATION

The level of engagement with project work, attendance and class contributions will be assessed. 10 pts (5 pts at mid-term/5 pts at course end)

D2L

The online course management system and forum will be used for discussions, information and other purposes.

#### SERVICE-LEARNING

The course is designated as a SCSU service-learning course. Service-learning is a pedagogy that brings theory and practice together. It allows students to use and reinforce acquired knowledge while working for the good of their communities. It involves learning course content, skill development as well as applying abilities in a social context.

The experiences of the course will involve providing services to a local community organization. It will integrate learning with service. The process will involve research and project work for the community.

Aspects: interviews with the organization's staff, site research, determination of goals- preparing a brief, implementation via projects, presentations and reports. The class will participate in surveys and maintain journals for reflection and assessment.

Plan; The Center for Service Learning and Social Change holds a conference in the fall for youth that promotes community engagement. The conference has many graphic design system needs. The course will focus on manageable opportunities to provide design services for this. We may also do related projects.

#### DESIGN TOPIC REPORT

There will be a report on an assigned design topic. Reports will be evaluated on the basis of the understanding the material relevance to the class and effective presentation. The assignment will involve a computer slide presentation and a written paper to be submitted. Topics may include wayfinding, map design, brand design and design figures. 10 pts.

#### READINGS

There will be response papers on the course readings. 4 papers, 1-2 pp. 2 pts each. Guidelines; Instructor assigns text, class members determine focus. The response is to involve discussion with the paper.

#### SHORT PRESENTATIONS-CASE STUDIES

Class members will be assigned topics of case studies and are to present information to the group. This usually would be with projector and use of the www. 2 pts

#### PROJECTS

There will be related projects in the course, each with a specific point value. They will have varying requirements but will generally involve documentation of research, conceptualization, refinement and finished piece. These may include logo, brochure, posters, signage, maps, diagrams and others. A notebook for presentations is required when the projects are submitted. They will be evaluated on basis of the specific criteria. 60 pts

#### GRADING AND EVALUATION

The final grade will be based on points earned from the following parts of the course:

- Participation = 20 pts
- Assignments; readings = 8 pts/ topic report = 10 pts/ presentation = 2 pts/ Total: 20 pts
- Projects; logo =10 pts/ poster = 10 pts/ others to be determined/ Total: 60 pts

TOTAL: 100 pts

#### GRADE SCALE

A: 90-100

Excellent performance. Represents achievement that is outstanding relative to the level necessary to meet course requirements.

B: 80-89

Very good performance. Represents achievement that is significantly above the level necessary to meet course requirements.

C: 70-79

Average performance. Represents achievement that meets the basic course requirements in every respect.

D: 60-69

Below average, yet passing. Represents achievement that is worthy of credit, even though it does not meet the basic course requirements in every respect.

F: -59

Represents performance that fails to meet basic course requirements and unworthy of credit.

#### MATERIALS AND SUPPLIES

- presentation notebook: 3 ring binder or folder
- personal notebook: 3 ring binder or folder to hold 8.5" x 11" for handouts, notes+ various information, log of activities
- keychain disk for computer data transfer/backup
- mounting boards & photomount spray adhesive for presentations\* or alternative means for mounting printed material

\* There are spray booths in Kiehle for this use.

#### COURSE TEXTS AND REFERENCES

##### REQUIRED

Wheeler, Alina, Designing Brand Identity, A Complete Guide to Creating, Building and Maintaining Strong Brands, 2nd Ed. Wiley, NYC, 2006

Baer, Kim, Information Design Workbook, Graphic Approaches, Solutions, and Inspiration, Rockport, NYC, 2008

##### RECOMMENDED

Bounford, Trevor, Digital Diagrams; Effective design and presentation of statistical information, Watson Guptil, NYC, 2000

Holland, DK, Branding for Nonprofits, Developing Identity with Integrity, Allworth Press, 2006.

Wurman, R.S., Information Anxiety 2, Que, Indianapolis, IN, 2001.

Wurman, R.S., Understanding, TED, 2000

Wildbur/ Burke Information Graphics. NY, NY: Thames and Hudson, 1998

Tufte, Edward, Envisioning Information. Graphics Press, Cheshire, CT, 1990

Tufte, Edward, Visual Explanations: Images and Quantities, Evidence and Narrative. Graphics Press, Cheshire, CT, 1997

Skaggs, Steven, Logos, The Development of Visual Symbols, Crisp Publication, 1994

##### PERIODICALS

Communication Arts, How, Print, Graphis, Wired, AdWeek, MacWorld, Wired, Step by Step Graphics and AIGA publications

+ AIGA web site: [www.aiga.org](http://www.aiga.org)

# CALENDAR

Art 420, Advanced Graphic Design, Studio I, Systems Graphics • SCSU • FALL 2008 • CHRISTENSEN

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Mon/ Aug 25	Mon/ Sep 1-Labor Day Holiday, no class	Mon/ Sep 8	Mon/ Sep 15
Weds/ Aug 27	Weds/ Sep 3	Weds/ Sep 10	Weds/ Sep 17
Fri/ Aug 29	Fri/ Sep 5	Fri/ Sep 12	Fri/ Sep 19
WEEK 5	WEEK 6	WEEK 7	WEEK 8
Mon/ Sep 22	Mon/ Sep 29	Mon/ Oct 6	Mon/ Oct 13
Weds/ Sep 24	Weds/ Oct 1	Weds/ Oct 8	Weds/ Oct 15
Fri/ Sep 26	Fri/ Oct 3	Fri/ Oct 10	Fri/ Oct 17
WEEK 8	WEEK 9	WEEK 10	WEEK 11
Mon/ Oct 20	Mon/ Oct 27	Mon/ Nov 3	Mon/ Nov 10
Weds/ Oct 22	Weds/ Oct 29	Weds/ Nov 5	Weds/ Nov 12
Thurs/ Oct 23-Fall Break Fri/ Oct 24-Fall Break, no class	Fri/ Oct 31	Fri/ Nov 7	Fri/ Nov 14
WEEK 12	WEEK 13	WEEK 14	WEEK 15
Mon/ Nov 17	Mon/ Nov 24	Mon/ Dec 1	Mon/ Dec 8
Weds/ Nov 19	Weds/ Nov 26	Weds/ Dec 3	Weds/ Dec 10
Fri/ Nov 21	Thurs/ Nov 27-Thanksgiving Fri/ Nov 28, no class	Fri/ Dec 5	Fri/ Dec 12 Final projects due

FINALS  
WEEK

Mon/ Dec 15  
Last Class: 1:00-3  
Final paper due

Sat/ Dec 20:  
SCSU Commencement