

Syllabus

Course Info

7100 480-002 (75058) Advanced Graphic Design (Studio)

Semester: Fall 2014

Day and Time: Tuesday and Thursday 1:45pm - 4:25pm

Location: Folk Hall 148

Final Exam Time: Friday December 12 2:00pm - 3:55pm

Asst.Prof. Markus V. Vogl, MFA

Folk Hall Room 124 A

mvv@uakron.edu

Office Hours: T/Th 12:00pm - 1:30pm and by appointment (please send email)

Catalog Description

This senior level course will introduce students to conceptual critical thought, based on their current portfolio. A site specific installation as well as the surrounding collateral (print and virtual) will be developed and organized. Students will be instructed to work within their full creative potential on tight deadlines. All work will be intricately documented.

Course Description

This course will consist of a site specific installation in the lower and upper atrium as well as the project gallery. The dates for the show are not yet finalized, but will take place either during the last week of November of the first week of December (or some kind of combination of these dates). Work has to be adapted to the space and showcase a maximum of skill and creativity. In addition publication collateral needs to be identified and created: e.g.: Logo, postcard, poster, flyers and websites. The class will be divided into groups to achieve most collateral by midterm. This part of the class will be graded as the midterm.

Furthermore students will apply their design skills to showcase a graphic design of their choice, specifically and uniquely negotiated for the space. (site specific) The work can be in any media the student has been sufficiently trained, but please note the limited availability of technology, such as projectors. Designs will be intricately documented and artists statements and reaction statements are required as part of the process. Final grade will be determined by the level of creativity of the piece, the technical execution, documentation, and writing.

This is a 50% Lecture and 50% Lab Class. Students should expect equal time of lecture and open labs. During open labs (dates listed on the schedule) students are expected to come prepared with project materials to work on in class. Lectures could be comprised of lecture, presentations, discussions or critiques.

Students are required to spend a minimum of additional 5 hours per week on development of projects outside of class time.

Course Objectives

- Advance senior level students in their conceptual thought process
- Allow for maximum creativity to prepare students for the fast paces of production cycles
- Develop a statement of design and a statement of reaction
- Research on conceptual backgrounds and historical contexts of chosen designs
- Site specific Installation
- Document the work process(including it's difficulties and it's final outcome)

Prerequisites:

- 1) Proficiency in Adobe Creative Suite including print, digital and web techniques.
- 2) Awareness of the print process and of production techniques at large
- 3) Capable of producing on short deadlines
- 4) Awareness of backup and data safety procedures
- 5) Capable of producing web content and web design

Required Supply List

- list will be amended as course proceeds

Highly Suggested

- digital still camera
- Mac Laptop

Required Reading

There are no required texts, a list of recommended texts will be posted as they become relevant.

Course Web Site

<http://www.markusvogl.com/agd/>

Online Resources

Necessary resources will be provided on website or in person as course proceeds.

Projects

This class consists of 1 site specific artwork, design statement, reaction statement, documentation of the artwork and several group assignments. Milestone dates will be posted as soon as they are locked, but the goal is to have all collateral work (logo, postcard, press release etc) finished by midterm. Students will need to showcase research for chosen artwork and must present the process and the documented artwork during several presentations.

Possible Group Assignments

Identity (logo, show identity, group identity etc - all)
Poster/Postcard (based on identity)
Write (press release, invitation text etc)
Web (website design and development)
Exhibit Documentation (photos, video etc.)
Exhibition Design (chat labels - paint etc)
Production (setup and reception - all)

Grading

The final grade is based on the following:

| | |
|------------------------------|---------|
| Presentations/Documentation: | 100 pts |
| Assigned Group Projects: | 250 pts |
| Participation: | 150 pts |
| Artwork: | 500 pts |

TOTAL = 1000pts

Resubmissions

Unless otherwise noted, project resubmissions will be accepted up through the final Instructional day of the semester (last class before show starts). No late submissions will be accepted after this date.