#### New ImageCourse Syllabus

**Course Number:** GD3371

**Course Title:** Project Study

**Class Meetings:** Mondays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Steve Holler

**Email Address:** rholler@aii.edu

**Phone:** 916-202-3200

**Instructor Availability Outside of Class:** Thursday from 10 p.m. to 12 p.m. and by appointment

## **Project Study**

**Course Description:**  
Through observation and documenting their own work, students focus
on projects of their own within an area of interest with the
approval of the Academic Director. In this course, students will
work with non-profit organizations.

**Course Focus:**  
This course will focus on communication design projects that are
related to the process of free-lance assignments.  Day to day
business realities will be studied and discussed.  Selected
business topics will be highlighted and documented.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Assess your own current skills and design tasks
  accordingly.
* Work independently from proposal to final execution.
* Develop an understanding of integrating their personal vision
  with the design problem.
* Develop an understanding of time management and conceptual
  thinking.
* Demonstrate the ability to self-direct, time manage, analyze
  and present your project goals and progress.
* Confront and remedy design problems.
* Identify, analyze, and prioritize problems.
* Apply logical design valuation.
* Use of the correct computer programs is required for all
  project applications.

**Course Prerequisite:** GD2264 Digital Message Making

**Required Texts:** None

**Method of Instruction:** Lecture and Lab

**Materials and Supplies:** Storage disk (Flash
Drive), presentation supplies, quality color prints, layout pads,
pens and markers.

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Computer lab; Adobe CS
software; Quality print production.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Class Participation | 10% |
| Assignment Concept Development | 35% |
| Assignment Creative Development | 35% |
| Exhibit Production Craftsmanship | 20% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 9th, 2012 | **Lecture:** Introduction to the class, introduction of design methodology for process book; required elements.  **Lab:** Project selection. Start page layout design of process book.  **Homework:** Start research: work on creative brief. |
| **Meeting #**2  Jul 16th, 2012 | **Lecture:** Creative brief, target audience, competition/branding  **Lab:** Work on introduction creative brief, competition/branding, and target audience pages for process book  **Homework:** finalize |
| **Meeting #**3  Jul 23rd, 2012 | **Lecture:** Critique of previous pages. Logo design process:Company's logo and product's logo.  **Lab:** Work on thumbnails and comps for both assignments.  **Homework:** Finalize thumbnails and comps. |
| **Meeting #**4  Jul 30th, 2012 | **Lecture:** Critique: company and product's logo comps.  **Lab:** Refine logos  **Homework:** Finalize logos |
| **Meeting #**5  Aug 6th, 2012 | **Lecture:** Critique: Final logos. Front panel: add logos, violators, commercial icons, backgrounds, textures and materials. Branding design.  **Lab:** Refine final logos. Work on violators and commercial icons if needed. Start working on background textures and materials for design. Add ideas into process book.  **Homework:** Continue working on Lab assignment |
| **Meeting #**6  Aug 13th, 2012 | **Lecture:** Critique Branding and front panel components.  **Lab:** Refine front panel design and branding ideas.  **Homework:** Work on branding. |
| **Meeting #**7  Aug 20th, 2012 | **Lecture:** Side panels and back panel. Mandatories. Die. Both products for the same line should be included.  **Lab:** Work on side panels and back panel. Add main design and mandatories on  die. Both products for the same line should be included. Review before class is over. Make final 3-d package.  **Homework:** Make final 3-D package and bring to critique. |
| **Meeting #**8  Aug 27th, 2012 | **Lecture:** Critique of final 3-D package design. Revisions of process book; required elements.  **Lab:** Work on process book, final corrections of 3-D package design and prepare for photo of package design.  **Homework:** Work on final process book. Photograph Design. |
| **Meeting #**9  Sep 3rd, 2012 | **Class Will Not Be Held.** |
| **Meeting #**10  Sep 10th, 2012 | **Lecture:** Review of product/photography, photo retouching, work on final stages of process book, work on 2-D design presentation board.  **Lab:** Photo retouching, revisions.  **Homework:** work on final process book. |
| **Meeting #**11  Sep 17th, 2012 | Final Exam and Presentation. |