BMGT299A: DESIGNING FOR BUSINESSES

FALL 2018   /   1 CREDIT   /   VMH1511   /   TU 3:30P-4:45P

COURSE DESCRIPTION

This course will introduce you to the fundamentals of graphic design in the context of business management. Students will be challenged to apply their design knowledge with hands-on activities, ranging from ideation to execution. Students will learn the necessity of branding, design and design thinking in the business world, while gaining the technical skills necessary to execute on their visions. To sharpen their communication skills, students will participate in in-class design challenges and a final class presentation.

INSTRUCTORS

Katie Zeng, Course Facilitator — zeng.katieli@gmail.com

Mary Harms, Faculty Advisor — mharms@rhsmith.umd.edu

LEARNING OBJECTIVES

1. To demonstrate the design process by creating brand assets for a client
2. To demonstrate design thinking and design research methods
3. To be able to discuss visual perception and the role of the audience in design in depth
4. To master Adobe Creative Suite essentials
5. To develop and to enhance analytical and critical thinking skills by applying course concepts to solving a wide variety of business cases
6. To learn experientially by working through a semester-long case study and presenting on the applied branding/design principles
7. To enhance team work skills by participating in team assignments
8. To sharpen written and oral business communication skills by participating in class discussions, and presenting team/solo work

GRADING

You are responsible for all material discussed in lecture and posted on ELMS, including announcements, deadlines, policies, etc. Your final course grade will be determined according to the following percentages:

30% Participation	**25%** Homework	**15%** Midterm	**25%** Final Project	**5%** Team Deck
Attending all lectures and contributing	*Assignments that teach software and concepts*	*Examination in mid-March*	*Brand guide & Presentation*	*5-8 minute presentation on branding trends*

WHAT'S EXPECTED

1. You are expected to keep up with the assignments. It will make the class more interesting to you in the time ahead.
2. All assignments are due on the scheduled dates and times as stipulated on the assignment guidelines.
3. For team assignments, you are required to evaluate the contributions of your peers. Failure to make equitable contributions to group work will be penalized with lower individual grades.
4. You will use your laptop in class only to take notes or to look up information that pertains to the topics being discussed. You cannot use your smartphone during class. Please keep it in your pocket or purse or turned facedown on your desk/table. Violation of this policy will result in significant reduction in attendance and participation grade.
5. What you put into the class will determine what you get out of it -- and what others get out of it.

CRITICAL THINKING STANDARDS

Intellectual excellence is one of the key pillars of the undergraduate program at the Robert H. Smith School of Business. At Smith and in your professional life after Smith, you will need to excel at meeting the following six critical thinking standards, which are hallmarks of rigorous and evidence-based decision making:

- **Clarity:** Use words that are easy to understand (not overly complex or full of jargon)
- **Accuracy:** Apply concepts and frameworks correctly. Support claims with compelling evidence.
- **Precision:** Provide sufficient detail to fully flesh out the idea.
- **Relevance:** Distinguish between high and low priority issues. Explicitly link points back to the focal issues and make connections between related concepts.
- **Depth:** Identify root causes. Uncover underlying complexity, including anticipating and addressing objections.
- **Breadth:** Consider multiple viewpoints (e.g., views of multiple stakeholders) and multiple responses to the problem. Situate the discussion within the broader context and acknowledge other factors that can play a role.

ABOUT THE INSTRUCTORS

Mary Harms, Faculty Advisor

Mary Harms joined University of Maryland in 2001. She is an Associate Clinical Professor in the department of marketing, the program champion for the Strategic Design and Innovation in Marketing Undergraduate Fellows, founder of the Young Alumni Marketing Council, Academic Coordinator for marketing internships and the faculty advisor of MasTERPiece, the Smith School's fashion organization for undergraduates.

In the Fall of 2008, she and Design Professor Ruth Lozner created the Design and Innovation in Marketing Undergraduate Fellows Program. Each year, 30-35 marketing and design students are chosen by a juried selection process to enter the 2-year program where they learn and collaboratively work on projects in courses tailored for the program. Students learn about product and packaging, interactive, green, universal, retail store and display, workplace, corporate and non-profit, graphic, presentation, information and wayfinding design. For more information about the program, go to http://www.strategicdesigninbusiness.com.

Harms has also focused on helping undergraduates secure internships and entry-level positions. She has created a marketing career guide for undergraduates that is available at http://www.marketingjobsforterps.com.

Katie Zeng, Course Faciliator

Katie Zeng is a senior studying Marketing, Graphic Design and American Studies at the University of Maryland. She believes design thinking and good graphic design are the key to better serving people in need, and hopes to go into social impact design upon graduation. On campus, she's the president of Consult Your Community, lead designer for the NextNow Fest, and brother of Alpha Kappa Psi. She has interned across program management, strategy and design at Wolff Olins, HZDG, DCX Growth Accelerator and Radish Lab.

You can see more of her design work at katiezeng.com.

EXCUSED ABSENCE AND ACADEMIC ACCOMMODATIONS

See the section titled "Attendance, Absences, or Missed Assignments" available at Course Related Policies.

DISABILITY SUPPORT ACCOMMODATIONS

See the section titled "Accessibility" available at Course Related Policies.

ACADEMIC INTEGRITY

The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following website for more information on the University's Code of Academic: Integrity: http://www.studenthonorcouncil.umd.edu/code.html.

On each assignment you will be asked to write out and sign the following pledge. "I pledge on my honor that I have not given or received any unauthorized assistance on this exam/assignment".

COURSE EVALUATIONS

If you have a suggestion for improving this class, don't hesitate to tell the instructor or TAs during the semester. At the end of the semester, please don't forget to provide your feedback using the campus-wide CourseEvalUM system. Your comments will help make this class better.

Your participation in the evaluation of courses through CourseEvalUM is a responsibility you hold as a student member of our academic community. Your feedback is confidential and important to the improvement of teaching and learning at the University as well as to the tenure and promotion process. Please go directly to the website (www.courseevalum.umd.edu) to complete your evaluations. By completing all of your evaluations each semester, you will have the privilege of accessing online, at Testudo, the evaluation reports for the thousands of courses for which 70% or more students submitted their evaluations.

COURSE SCHEDULE

This schedule is subject to change. Assignments are due the following class.

WEEK	TOPIC	ASSIGNMENT
1	Design Basics and Terpware What is good design?	*Resource Bank* *Intro Videos*
2 (Labor Day)	Intro to Adobe Creative Suite Illustrator Basics Introduction to Final Project	*Illustrator Exercises* *Ranking Clients*
3	Working with Clients and Scoping Client Reveal	*Client Meeting (ideation & scope)* *Scope of Work*
4	GV Brand Sprint & Design Sprint What makes for good branding?	*Moodboard Exercise* *Qualities of a Good Logo*
5	Brand Auditing: Competitor Analysis & Internal	*Competitor Analysis* *30 Logo Sketches*
6	**Team 1 Design Trends** Intro to Critiquing Group Exercise	*Refining three logos in Illustrator* *Client Meeting (check-in)*
7	Midterm	
8	**Team 2 Design Trends** Client Feedback Review Expectations for Mid-semester Critique	*Preparing for Critique*
9	Mid-semester Critique w/ Guests	*Reviewing feedback*
10	Intro to InDesign Brand Guidelines & Applications	*Brand Guide Outline* *Client Meeting (check-in/finalizing)*

WEEK	TOPIC	ASSIGNMENT
11	**Team 3 Design Trends** Intro to Photoshop & Mockups	*Brand Guide* *Photoshop Exercise*
12	**Team 4 Design Trends** Live Case	*Submit Brand Guide*
13	Thanksgiving Break, No Class	*Finalize Presentations*
14	Final Presentations	
15	Final Presentations	*Client Meeting (handoff)*
16	Final Presentations	

ACCEPTABLE ACADEMIC COLLABORATION

	Open Notes	Search Online	Ask Friends	Work in Groups
Individual Final Project	✓	✓	✓	
Team Presentation	✓	✓		✓
Midterm Exam (studying for the exam)	✓	✓	✓	
Midterm Exam (during the exam)				