

The Art Institute of California - San Francisco

Course Syllabus

Course Number: GD4401

Course Title: Design Team

Class Meetings: Mondays 1–5pm, Main Building 513

Session/Year: Fall 2009

Instructor Name: Nina Bellisio

Email Address: nbellisio@aii.edu

Instructor Availability Outside of Class: by appointment

Design Team II

Course Description:

This is a special-projects course in which students utilize their knowledge of design, typography, and production techniques to execute a team project. Students also apply communications, teamwork, and organizational skills. Students work cooperatively to achieve a common goal, similar to industry experience.

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3 Credits

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Participate as a member or leader of a team.
- Assess skills of team members and assign tasks accordingly.
- Set goals for team.
- Describe the dynamics of an effective team.
- Construct team based on knowledge of skill sets.
- Develop client relations and the fundamentals of design as a business - NON PROFIT.
- Develop practical skills in design, scheduling, budgeting, art direction, print production, and project documentation.

Course Prerequisite(s): GD3384 Advanced Design

Text(s): RECOMMENDED: Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 11th Edition. Publisher: Graphic Artists Guild; 11th edition (December 15, 2003). ISBN-10: 0932102123.

Materials and Supplies: Storage Disk, presentation supplies, color prints, sketchbook, pens and markers

Estimated Homework Hours: 4 Hours

Technology Needed: Computer, design software, office software, camera, printers, scanner

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:

Week 1: Weekly Grade (homework, attendance, participation)	10%
Week 2: Weekly Grade (homework, attendance, participation)	10%
Week 3: Weekly Grade (homework, attendance, participation)	10%
Week 4: Weekly Grade (homework, attendance, participation)	10%
Week 5: Weekly Grade (homework, attendance, participation)	10%
Week 6: Weekly Grade (homework, attendance, participation)	10%
Week 7: Weekly Grade (homework, attendance, participation)	10%
Week 8: Weekly Grade (homework, attendance, participation)	10%
Week 9: HOLIDAY	
Week 10/11: Weekly Grade (attendance, participation)	10%
Instructor Assessment	10%

Student Evaluation/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.

ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

No food allowed in class or lab at any time. Drinks in sealable 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.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. 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.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Course Outline

- Week 1:** **Lecture:** The graphic team discussed. Assignments considered.
 Lab: Teams begin working together to determine each other's strengths for a given project and their roll in the graphic group.
 Homework: Logo comps (5) and poster roughs (10)
- Week 2:** **Lecture:** work on posters and logos
- Week 3:** **Lecture:** Teams present first analysis.
 Lab: Teams return to working on Phase 2.
 Homework: Continue developing assignment.
- Week 4:** **Lecture:** Conducting team meetings tips and etiquette.
 Lab: Studio time for mid-term projects.
 Homework: Complete assignment.
- Week 5:** **Lecture:** Midterm research projects presented to class
 Lab: Team begins Phase 3, revision and next set of finalized comps.
 Homework: continue working on project
- Week 6:** **No class**
- Week 7:** **Lecture:** Guest lecture visit.
 Lab: Report on guest lecture or field trip. Continue project.
 Homework: Continue developing assignment.
- Week 8:** **Lecture:** Review student progress. Review tips and techniques.
 Lab: Continue project.
 Homework: Continue developing assignment. Write essay on field trip.
- Week 9:** **Lecture:** All class review of each person's progress complete project.
 Review papers on field trip experience.
 Lab: Continue work on final project.
 Homework: Continue developing assignment.
- Week 10:** **Lecture:** Final questions and answers review.
 Lab: Work on final projects.
 Homework: Complete assignment.
- Week 11:** **Lecture:** Final presentation with critique.
 Lab: Document all work for portfolio.

NOTE: THIS IS A SUGGESTED OUTLINE ONLY. YOUR CLIENT'S PROJECT REQUIREMENTS AND TEAM SCHEDULE WILL BE PARAMOUNT.