



MARYMOUNT UNIVERSITY

School of Design, Arts, and Humanities
2018-2019

COURSE SYLLABUS

Course Number CMD360 A	Course Title Communication and Design Studio		
Fall Semester	Spring Semester XXX	Summer Semester	Credit Hours 3
Name of Instructor Barry C Erdeljon			
Meeting Day, Time, and Room Number Tuesday, Thursday 03:30PM - 05:30PM, Rowley Hall, Room G215			
Final Exam Day, Time, and Room Number Tuesday 5/7/19 3:00-5:00PM			
Office Hours, Location, Phone TU 1:00-3:00, WED 6:00-7:00, TH 9:30-10:30 Gailhac G106, 703-284-1652. Other times by appointment			
E-mail barry.erdeljon@marymount.edu Course Web Site http://mudesign.net/studio			
Course Description The course allows students to apply learned theories and methods for communication and media design in a working communication and design studio. Students write, design, and produce projects, including branding, publications, and marketing and promotional campaigns for print, web, YouTube and social media for NGOs, nonprofits, and Marymount departments, programs and organizations. Students create graphics, photographs, illustrations, video productions. Students are responsible for project management. Working in groups is required. Repeatable course for up to six (6) credits. Prerequisite: a grade of C or better in CMD 305 or CMD 308 or permission of the instructor. Liberal Arts Core/University Requirements Designation: DSINQ. (3)			

UNIVERSITY STATEMENTS

ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

STUDENT COPYRIGHT INFORMATION

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

ACCOMMODATIONS AND ACCESSIBILITY CONCERNS

Please address any special challenges or needs with the instructor at the beginning of the semester.

Students with Disabilities

If you are seeking accommodations (class/course adjustments) for a long-term or short-term (less than 6 months) disability, you must do the following:

- 1) Register as a student with a disability with Student Access Services (SAS) in the Center for Teaching and Learning. This process takes time, so you should engage it as early as possible.
- 2) Once registered with SAS, you may be approved for accommodations by SAS. Approved accommodations will be listed on a "Faculty Contact Sheet" (FCS). This is important because not all accommodation requests are approved.
- 3) After receiving the FCS, meet with each of your instructors as soon as possible to review your accommodations, and have them sign the FCS. This document will help you and your instructors develop a plan for providing the approved accommodations.
- 4) Let the SAS know if there are any concerns about the way your accommodations are being implemented by your instructors.

Please remember that:

- 1) Accommodations for disabling conditions cannot be granted if you do not follow the above steps.
- 2) Accommodations are not retroactive. That is, accommodations can only be applied to a course *after* they have been approved by SAS and put into motion by *you* through working with your instructors.
- 3) Appointments with the SAS staff are scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail access@marymount.edu, or call 703-284-1538.

Students with Temporary Challenges

Temporary challenges due to accident, illness, etc. that may result in missing class or navigating general campus access do not fall under the purview of SAS. If you experience something of this nature, please start by alerting your instructors. The Dean of Student Success may be involved in alerting instructors in extreme cases.

EMERGENCY NOTIFICATION POLICY

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or student.affairs@marymount.edu. Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence.

For non-emergency absences, students should inform their instructors directly.

ACCESS TO STUDENT WORK

Copies of your work in this course including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted confidentially.

UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS

Weather and Emergency closings are announced on Marymount's web site: www.marymount.edu, through **MUAlerts**, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUAlerts** the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

1. BROAD PURPOSE OF COURSE

The course allows students to apply learned theories and methods for communication and media design in a working communication and design studio. Students write, design, and produce projects, including branding, publications, and marketing and promotional campaigns for print, web, YouTube and social media for NGOs, nonprofits, and Marymount departments, programs and organizations. Students create graphics, photographs, illustrations, video productions. Students are responsible for project management. Working in groups is required. Repeatable course for up to six (6) credits. Prerequisite: a grade of C or better in CMD 305 or CMD 308 or permission of the instructor. Strongly recommended prerequisite is completion of the two (2) writing and presentations courses required within the major. Liberal Arts Core/University Requirements Designation: DSINQ. (3)

2. COURSE OBJECTIVES/LEARNING OUTCOMES

INQUIRY COURSE LEARNING OUTCOMES:

This course meets the University Requirement of Inquiry Learning (DSINQ designation). Four Inquiry-guided learning courses, including DISCOVER 101 or 201, are required and are designed to help students develop the knowledge, skills, and attitudes to ask questions and find answers within their discipline. In this course students will:

- Formulate and/or respond to (an) appropriate inquiry question(s) and develop a methodology to examine the question(s)
- Identify and explore existing knowledge relevant to the question(s)
- Analyze, evaluate, and synthesize information from source(s)
- Draw (an) independent conclusion(s) that integrate(s) new information with previous knowledge
- Effectively communicate inquiry findings

COURSE LEARNING OUTCOMES:

This course also has course-specific learning outcomes. In this course students will:

- Develop project proposals, audience definitions, and production schedules
- Conduct project specific research
- Effectively manage the production of a variety of communication and media design projects
- Demonstrate the effective application of design and communication theories and methods
- Write and design, edit and art direct communication media projects and campaigns
- Demonstrate the ability to effectively problem solve client communication and media design needs
- To demonstrate effective use of print, web and interactive, video and social media
- Distribute communication media projects through the commercial media, Internet and social media

3. TEACHING METHOD

The course will be a working production studio including modeled methods, class discussion, media technology demonstrations, tutorials, and hands-on project experience – from concept through completion of print and electronic design solutions. This course is a designated Inquiry (DSINQ) course. Students will be involved in active learning methods. Including creating communication design solutions on student selected project topics with research supported creative rationales.

4. GRADING POLICY

Course Attendance and class participation	10pts	Grading Scale: 93-100 = A 90-92 = A- 87-89 = B+ 83-86 = B 80-82 = B- 77-79 = C+ 73-76 = C 70-72 = C 67-69 = D+ 60-66 = D 0-59 = F
Weekly readings	10pts	
Product design and branding campaign	40pts	
Brochure	40pts	
Client individual and team project	100pts per project	
<i>For each project:</i>		
10pts Project related research		
10pts Audience definition and communication and design brief		
20pts Content: writing, illustration, photography, videography graphics, layout, production, developing etc.		
20pts Design – layout, typography, use of visuals, graphics		
15pts Production quality – printing, assembly, visuals, editing etc.		
5pts Reflective statement		
Total pts: TBD per number of client projects		

Attendance/Participation

Late assignments will be accepted no more than one week past due. Late assignments will be reduced one letter grade i.e. B to C.

This is a working studio. Missing class will be detrimental to project teammates and prevent meeting client commitments. More than two unexcused absences will result in a letter grade reduction for the final course grade i.e. B to C.

Tuesday, January 22, 2019, is the last day to withdraw from a class without academic record.

Friday, March 22, 2019, is the last day to withdraw from a class with a grade of W.

5. ASSIGNMENTS

Inquiry Assignment

Product design and branding campaign

1. Determine a product need for social justice and or environmental conservation. Determine a strategy, and formulate a methodology to examine the product need and intended audience.
2. Prepare a research report identifying and exploring existing knowledge relevant to the solution your product provides and an analysis of the intended market
3. Develop a creative project brief based on analysis, evaluation, and synthesizes of information from research sources to support the need for and design of your product and appropriateness of the intended audience.
4. Create a comprehensive layout representation of your product based on your creative brief
5. Prepare a creative rationale supporting your product and branding campaign design solutions
6. Present your product design and branding campaign with accompanying research based creative rationale:
 - o Online
 - o Mounted on boards
 - o Formal oral (client) presentation

Additional Assignments

Multipage information brochure – design, writing/editing, and original visuals – photographs and or illustrations

Class client projects – both individual and in teams

Each project requires:

- Project related research
- Audience definition and communication and design brief
- Content – writing, illustration, photography, videography, graphics
- Design – layout, typography, and visuals
- Production quality – printing, assembly, visuals, editing etc.
- Reflective statement

6. CLASS SCHEDULE

Class schedule of lectures and demo topics, assignments and due dates are on the course website:

<http://mudesign.net/studio>

7. REQUIRED TEXT

- 1) Eiseman, Leatrice. Color - Messages & Meanings: A PANTONE Color Resource. Massachusetts: Handbook Press
- 2) Samara, Timothy. Design Elements: Understanding the Rules and Knowing When to Break Them. Rockport, 2014

REQUIRED Supplies

- Personal computer or access to a computer outside of the classroom with Adobe Creative Suite
- Sufficient available storage space on your Marymount google drive.
- 32GB or larger thumb drive USB 2 or 3 or Thunderbolt and or a portable hard drive –*hard drive can be shared*
- 8 ½ x 11” or larger paper or sketch book and pencils for roughs
- Mat Board, knives, rulers, glue and color printing as necessary for assembling and mounting projects