

INSTRUCTOR: ASSOCIATE PROF. SUE LEO

 **OFFICE: BISHOP FINK HALL, RM #415**

 **OFFICE HRS: DROP-IN OR BY APP'T**

 **SLEO@BENEDICTINE.EDU**

OPTIONAL SUPPLIES

External Drive (RECOMMENDED)

TEACHING METHOD

This is a studio class format. Studio classes work best in 2-3 hour blocks. Lectures and demos are conducted at the beginning of class—**be on time as project introductions won't be repeated.**

Activities are hands-on and emphasize experiential learning based upon critiques, proofing, reviews and corrections with successful execution of the final project.

It is the student's responsibility for learning the subject matter. **Expect to invest additional hours outside of this class to create work that satisfies the project objectives, meet deadlines, and master software techniques and skills**—all assignments require time to complete outside scheduled class hours. Class activities build in a logical progression and provide intellectual growth, visual and verbal acuity, skill building in materials use, management and craftsmanship.

*"What you are is God's gift to you
what you become is your gift
to God."*

— Hans Urs von Balthasar, Prayer

All assignments will be turned in on Canvas.

COURSE CATALOG DESCRIPTION

This course offers design challenges encountered in the real-world using projects where students apply skills acquired in foundation design courses. Target markets and brand development is integrated with logo design, for retail, direct mail, print advertising and consumer packaging assignments. Students learn the importance alignment, cropping, color modes and print resolution. File management and attention to detail become paramount for meeting project requirements and deadlines. Students learn how to prepare files for printing, how to work with bleeds and printer's marks.

LEARNING GOALS & OBJECTIVES

- Develop mastery of a disciplined design process that includes thorough research, rigorous creative ideation, self-editing and impeccable craftsmanship in preparing work for print production, web delivery, and other digital applications.
- Students will practice the design process agencies and design firms follow: Specs > Research > Concept > 1st Draft > Review > Revise > Final Proof > Produce
- Develop an understanding of graphic design, typography and printing terms used daily in the professional practice of graphic design.
- Students will learn best practices in layout, and basic rules for typography the bedrock of professional looking work.
- Develop a disciplined habit of good file management strategies and best practice for time-saving, and asset organization and how to troubleshoot technical issues.
- Acquire knowledge of how to set up custom work spaces and menus, to keep the desktop and application window structured for optimum efficiency and practice it.
- Acquire basic skills in creating knock-outs and silhouettes, masking and editing images.
- Increase fluency with the use of design tools and techniques with the standard Adobe CC applications graphic designers use while developing meaningful visual solutions to real-world projects encountered in the field in various design applications.
- Continue to refine, improve, revise and apply design principles to projects creating aesthetically pleasing, cohesive, effective, and professional visual solutions.
- Develop a critical eye for viewing representational imagery.
- Develop a higher level of accuracy in design execution prior to first draft reviews.
- Begin to build a professional portfolio of a range of graphic design projects for digital and print applications.
- Explore the many avenues design offers and discover what you might like to do.
- Fall in love with graphic design and start to make the world a better place!
- Have fun!

EXPECTATIONS

> Attendance

The importance of attendance.

Attendance and prompt arrival to class is an indication of a student's motivation and commitment to the graphic design major and suitability for the design profession.

- Taken within the first 5 minutes of the start of every class.
- More than 6 absences results in removal from the class.
- 3 late arrivals = 1 absence.
- Notify me of any absence by emailing me prior to class.

> Project briefs, demos, tutorials are conducted at the beginning of class.

- Project introductions are published on the syllabus calendar.
- Project submissions are through Canvas and are due **prior to** the start of class. Students are automatically marked down for late assignments. Late work and absences will affect your grade.

> COMMIT YOURSELF TO BE PRESENT

In a studio design class, being fully present—free from distractions like specifically text messages—is essential for nurturing creativity and honing attention to detail. Design work requires deep focus, as the smallest detail can make a big impact on the final outcome. When we engage without distractions, we allow ourselves the space to think critically, experiment freely, and absorb valuable insights from both the instructor and our peers. Respecting the creative process and the design environment enhances our ability to push boundaries and refine our ideas, ultimately leading to more thoughtful and innovative work.

The design process in the graphic design classes works like this:

1. Due Date = REVIEW [Proof/Critique]
In the review, generally we proof every one's work displayed on the projector and check the layout, the typography, the images and proof read the text for any spelling errors. Ideally there should be minimal corrections to your work. The review is important for ALL to be present and engaged as you will learn from your peers.

2. Revisions = The goal is to have your initial review as perfect as possible so that revisions are small or non-existent. Students have a short period where work needs to be corrected and submitted to the FINAL PROJECT Assignment.

3. Final Project Submission
Students are expected to prepare their files according to the project brief and to submit them before the start of class on the due date. Points are docked for missing or incorrect printers marks.

4. PrePress, Print+ Pick-Up
This part happens after class, and the prints are normally ready by next class. Cost of printing is included in your lab fee. Your prints help to build your portfolio.

Critiques and feedback happen informally and are on an on-going basis throughout the studio period. Project reviews are more formal. Student are encouraged to ask for help and feedback from the professor and to interact with peers.

Students who grow the most and develop their skills are those who ask for help and feedback while working on their projects.

I am always available for help during studio time and outside of class.

Project List

- 1. Getting Started**
Desktop, File Management, Google Classroom
- 2. Refreshers: Tools & Techniques - LABS**
Pathfinder, Silhouettes, Tabs, Type Wrapping
- 3. Graphic Translations**
Development of logos using gestalt principles.
- 4. Restaurant Branding Project**
Branding Boards, Personas + Target Markets
Logo Development, Menu Design
Business Stationery Design: Business Card, Letterhead + Envelopes
- 5. The Art of Tea**
Branding Board
Tea Company Logo Design
Packaging Design [Minimum 3 Designs]
Prototypes
Digital Mock-Ups
- 6. Infographic Poster**
The pace, skill level and timeliness of this class will determine the specifics for the final print project.

STUDENTS ARE REQUIRED TO SPEND TIME OUTSIDE OF SCHEDULED CLASS TIME TO COMPLETE PROJECTS FOR THIS CLASS.

Projects are printed out and/or photographed for student's to use in their design portfolios. Your lab fees help cover the cost of printing.

*“Design creates culture.
Culture shapes values.
Values determine the future.”*

—Robert L. Peters

Benedictine College complies with federal law requiring reasonable accommodations for individuals with documented disabilities that may affect their performance in a class or otherwise affect the individual's ability to enjoy the programs and services offered by the College. If a student requests an accommodation from a faculty member, the faculty member should direct the student to contact the Director of Disability Services at 913-360-7517.



| PERFORMANCE RUBRIC | NEEDS WORK | NOVICE | DEVELOPING | PROFICIENT | ADVANCED |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| USE OF TIME | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| STUDENT ENGAGEMENT | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ATTENDANCE | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ACCURACY | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| QUALITY OF WORK | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| TYPOGRAPHY STRENGTH | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| IMAGERY STRENGTH | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| TECHNICAL SKILLS | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DESIGN TERMINOLOGY | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ARTICULATES DESIGN WELL | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| COLLABORATION WITH OTHERS | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| OPENNESS TO CORRECTION | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| SOLICITS FEEDBACK | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

KEY + DEFINITIONS

NEEDS WORK

A limited effort to understand and practice skills: below basic expectations for this course.

NOVICE

A beginning understanding of knowledge and skills:

DEVELOPING

A developing mastery of knowledge and skills. Inconsistent performance at times, mastery emerges with more practice and study.

PROFICIENT

A solid consistent performance; demonstrated competency of knowledge and skills.

ADVANCED

An outstanding, consistent performance; beyond expectations, and requirements.

TIME ALLOCATION PER PROJECT

Each week students have nearly two hours of studio time per class on non-lecture days that adds up to roughly six hours of studio time per week. Most projects take from 10–25 hours to complete, depending upon the student’s proficiency with software and how quickly they can develop concepts and then execute them. Each project in this graphic design course includes components that include but are not limited to research, inspiration, ideation, choice of typography, color schemes, image style, comps, copy writing, prototype design, first drafts, proofing, in-class reviews, edits, design refinement, print production, review of final print-ready files. Student also are expected to prepare presentation of the work. New Projects are introduced in the beginning of class and may include a lecture, handout of the project specifications, student examples and Q & A. This can take up to an hour or more depending upon the project and whether any software demo is required.

ATTENDANCE IS TAKEN THE BEGINNING OF EACH CLASS.

If a student has absences in excess of 6 classes, the student can be withdrawn by the instructor.

Grading Scale

| Letter Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|--------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| Percent | 100-92 | 90-91 | 89-88 | 87-82 | 81-80 | 79-78 | 77-72 | 71-70 | 69-68 | 67-62 | <60 |

| PROJECTS | Weight |
|--------------------------------------|------------|
| Labs 1 + 2 + 3 | 5 |
| Graphic Translations | |
| Graphic Translations Part 1 | 15 |
| Word + Image Part 2 | |
| Translation Template | |
| Restaurant Project | |
| Restaurant Logo Design | 30 |
| Brand Board | |
| Menu Design | |
| Letterhead, Envelope, Business Card | |
| Social Media Prototype | |
| Tea Company Packaging Project | |
| Logo Design | 30 |
| Brand Board | |
| Die-lines (3) | |
| Digital Prototypes (3) | |
| Infographics | |
| Poster | 20 |
| SUBTOTAL | 100 |

Midterm Grades

Midterm grades are for preliminary assessment should not be interpreted as a formal grade, but rather as an indication of the student’s progress. At midterm, student should be meeting the basic requirements at minimum in the class which is a C. Midterm grades are advisory and do not appear on the student’s permanent record.

The instructor will not discuss grades during class time or over email. If you need to discuss your grade status, the student is required to initiate an office appointment.

ART3301-A

RM406

2026 SPRING

GRAPHIC DESIGN 2 (BRAND DESIGN)

M+W+F 1:00-2:50PM

Associate Professor Sue Leo

| 1 | | | 2 | | | 3 | | | | |
|--|---|---|--|--|---|--|---|---|--|---------------|
| 1.1 NO CLASS M J12 | 1.2 SYLLABUS Expectations Computer-Set-Up LAB: THE PATHFINDER Photoshop Labs W J14 | 1.3 GRAPHIC TRANSLATIONS LABS DUE F J16 | 2.1 PT1: GRAPHIC TRANSLATIONS REVIEW M J19 | 2.2 PT2:WORD-IMAGE TRANSLATIONS REVIEW W J21 | 2.3 PT2:WORD-IMAGE TRANSLATIONS FINAL DUE F J23 | 3.1 RESTAURANT PT3: TRANSLATION TEMPLATE FINAL DUE M J26 | 3.2 NAME REVIEW DUE W J28 | 3.3 F J30 | | |
| 4 | | | 5 | | | 6 | | | | |
| 4.1 LOGO REVIEW DUE M F02 | 4.2 W F04 | 4.3 FINAL LOGO & BRAND BOARD REVIEW DUE F F06 | 5.1 FINAL BRAND BOARD DUE M F09 | 5.2 W F11 | 5.3 F F13 | 6.1 MENU REVIEW DUE M F16 | 6.2 Ash Wednesday College Mass 3pm W F18 | 6.3 MENU FINAL DUE F F20 | | |
| 7 | | | 8 | | | 9 | | | | |
| 7.1 STATIONERY REVIEW DUE M F23 | 7.2 STATIONERY FINAL DUE W F25 | 7.3 APP AD MOCK-UPS REVIEW DUE F F27 | 8.1 LECTURE APP AD MOCK-UPS FINAL DUE M M02 | 8.2 MIDTERMS MIDTERM EXAM / CRITIQUE W M04 | 8.3 LECTURE F M06 | 9.1-9.3 SPRING BREAK M M09, W M11, F M13 | | | | |
| 10 | | | 11 | | | 12 | | | | |
| 10.1 TEA COMPANY M M16 | 10.2 LOGO REVIEW W M18 | 10.3 LOGO + BRAND BOARD REVIEW DUE F M20 | 11.1 LOGO + BRAND BOARD FINALS DUE M M23 | 11.2 W M25 | 11.3 F M27 | 12.1 DIELINES REVIEW DUE M M30 | 12.2 W A01 | 12.3 EASTER BREAK Good Friday F A03 | | |
| 13 | | | 14 | | | 15 | | | | |
| 13.1 EASTER BREAK M A06 | | | 13.2 W A08 | 13.3 FINAL DIELINES DUE F A10 | 14.1 DIGITAL MOCK-UPS DUE M A13 | 14.2 NO CLASS DISCOVERY DAY W A15 | 14.3 INFOGRAPHIC F A17 | 15.1 M A20 | 15.2 HAND-CUT / ASSEMBLED PROTOTYPES DUE W A22 | 15.3 F A24 |
| 16 | | | 17 | | 18 | <div style="border: 2px solid orange; padding: 10px; display: inline-block;"> FINAL TUESDAY MAY 12TH 8:00-9:50AM </div> | | | | |
| 16.1 M A27 | 16.2 W A29 | 16.3 INFOGRAPHIC REVIEW F M01 | 17.1 INFOGRAPHIC DUE F M04 | 17.2 STUDY DAY NO CLASS W M06 | 18.1 T M12 | | | | | |

Note: This is a tentative and working schedule and is subject to changes, additions and modifications.