



New York City College of Technology
The City University of New York
Department of Communication Design

COMD 2400 – D200 COMMUNICATION DESIGN II **SYLLABUS**

Instructor: Ellen Baryshev
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Site: <http://ellenclass.com>
Office hour: Monday, 10:30 -11:30, room P112

DESCRIPTION:

1 lecture hr, 5 lab hrs, 3 cr.

In this course, students learn to refine their conceptual thinking, and the ability to apply design concepts across various media channels. This course challenges students to think and strategically apply campaign ideas. At this stage, students choose a media placement and incorporate it into the solution. The course also introduces the collaborative relationship between Art Director and Copywriter. Student teams brainstorm, develop copy, art direct and pitch ideas in teams. Students will explore the dialogue between products and services and how to communicate their benefits and features to the intended target. Project-based assignments from concept through final digital output are an integral part of the course.

Prerequisite: COMD 2300

GOAL:

To teach students how to generate good ideas and communicate them clearly in all parts of the creative expression. Students will learn to refine their conceptual thinking, discernment and the ability to apply the concepts across various media channels.

OBJECTIVES:

1. Develop basic skills of writing for the Art director/designer and thumbnail sketching concepts for the copywriter.
2. Broaden/sharpen the conceptualization, idea generation and creative development process.
3. Apply critical thinking to evaluate campaign objectives.
4. Identify a target segment and develop a tailored message.
- 5 To challenge students to push past the 'mediocre solution' by experimenting.

RATIONALE:

After this class, students will understand the conceptual process needed to solve any design problem. The projects are designed to give students opportunities acquire the following abilities:

1. To collaborate with teammates to accomplish a strategic/creative campaign.
2. To apply a consistent message and design in a variety of forms and media.
3. To make and revise strategic design decisions based on target market and business objectives.
4. To present the consumer benefits of a variety of products.

COURSE REQUIREMENTS, ATTENDANCE, HOMEWORK

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. Students arriving after the roll is taken will be marked "Late." A student's responsibility is to remind the professor at the end of the class session that he/she was late and to check that the mark is changed to "Late"; otherwise the "Absent" mark will remain. The professor doesn't have to change the "Absent" mark on the "Late" mark the next class session. After being absent three times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, which you can find in the section "Academic Calendar" on the college website) or may be withdrawn from the class (code WU).

ACADEMIC INTEGRITY STANDARDS

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

REQUIRED MATERIALS, SUGGESTED TEXTS

TBA

Will be posted to the class website.

GRADING POLICY

All assignments, including research, thumbnails, preliminary rough designs, mounted finished work, and critiques will be incorporated into grades. Final grades will be determined by project weight. Work submitted one week after the deadline will be penalized by 1 letter grade. Work submitted two weeks later the deadline will not be accepted.

Final Grade will consist of:

Ad Redo exercise: 10 % of the final grade

Three Ad Campaign projects: 20% of the final grade each one

Midterm: 10%

Final: 10%

Attendance, discipline and class participation: 10% Of the final grade

Total – 100%

Effort, extra work and improvement will be taken into consideration. Incomplete grades will only be given in the case of documented illness or unexpected personal problems.

TOPICS

- The Purpose and Value of advertising
- Types of Ads
- Types of Media
- The Role of the Creative Team
- The advertising Design Process
 1. Research
 2. Strategy Development, Objective Statement
 3. Concept Generation
 4. Thumbnail Sketches and Roughts
 5. Professional Design

- 6. Professional Presentation
- Creative Approaches to Concept Generation
- Advertising Campaign studying/creation

ASSIGNMENT STAGES:

1. Restate the problem in your own words.

Your solutions will be on point if you understand the goal. When you come to class be prepared to show and explain what you found, ask questions, take notes, gather and share as much information as possible in this stage.

2. Research the topic.

Educate yourself. This is where the ideas come from. Get photos, books articles, stimulate your mind and base your visual solutions on something concrete by getting reference.

Research stimulates your mind; looking at relevant information will give you a better understanding of the problem.

3. Sketch or draw thumbnails.

Thumbnails are your blueprint; if you think visually with thumbnails, you will eventually solve the problem. When you come to class be prepared to show and explain the decisions in at least 3 of your solutions. Voice any problems you run into. Remember you are coming to class to get through the problems.

4. Choose the best three thumbnails to develop into a rough.

Take one or two best ideas to the next stage and flesh them out. This is where you think through all the details.

What colors should be used? What typefaces are needed to communicate your idea or message?

When you come to class be prepared to show and explain your roughs to the class for the class discussion. Be vocal; speak about your challenges, ask your classmates to help you finding the solutions.

5. Develop the final Comp.

With your idea finished, develop the final comp (comprehensive). Make it look as if it is currently in use. Craftsmanship, neatness, and punctuality are crucial to meeting your deadline.

This is the stage to come as close to perfection as possible. In the real world this is when you sell the idea; now you will use it to build your portfolio.

SESSIONS

The sessions plan will be discussed and put on the class website.

In addition, you will find on your class site: class activities and homework, projects and assignments explanations, schedule of projects and their due dates, grading strategy, and other information

<http://ellenclass.com>