

Professor Robert P. Sedlack
 212 Riley Hall of Art + Design
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Graphic Design 3: Professional Practice

Tuesday/Thursday 9:30am–12:15pm

Riley Hall rooms 200/214

HM = Hope Ministries fundraiser poster

GDY = Goody branding and advertising project

ID = Organization Identity project

SAC = Social Awareness Campaign

	Tuesday	Thursday
Week 1	1.13—Course introduction; Digital presentation; Introduction of Goody (GDY) and Hope Ministries (HM) projects. Guest speaker Paul Down . <ul style="list-style-type: none"> • Visit library for books on product identity, branding, and packaging (ideally haircare). • Begin research and sketching for HM • Buy books and print copy of resume 	1.15—Due: Portfolio, Resume and Lab fee; Field trip to Hope Ministries ; Discuss AIGA Design Process Handout; Share books. <ul style="list-style-type: none"> • Continue HM sketching and get other journal examples • Define GDY problem, including visiting their website • Read Meggs 9
Week 2	1.20—Digital camera demonstration by Gray Lyons; Discuss Meggs 9 (MJ); Discuss the definition of GDY problem and review Design Process handout; Pay lab fee. <ul style="list-style-type: none"> • Continue refining various HM directions and find samples of promotional materials for charity events. • Continue GDY problem definition 	1.22—Half-class critiques of initial directions for HM (2 minimum) and show sample posters; Workday . <ul style="list-style-type: none"> • Refine HM poster designs • Research competitive brand identities for GDY • Complete GDY problem definition statement • Read Meggs 10
Week 3	1.27—Discuss Meggs 10 (); Discuss GDY project including sharing existing examples and envisioning what solution could look like. <ul style="list-style-type: none"> • Refine HM posters for critique 	1.29—Half-class critique for final two refined HM poster design; Workday . <ul style="list-style-type: none"> • Finalize HM design • Complete GDY “ideal solution” statement • Read Meggs 11
Week 4	2.3—Discuss Meggs 11 (); Final critique of HM with guest reviewers; Introduction of identity project (ID); Finalize client and arrange meeting; Define approach for GDY including breaking up into teams. <ul style="list-style-type: none"> • GDY teams each create statement outlining approach 	2.5—Presentation by (); Spectrum identity talk; Workday , including team discussion of GDY approach map and research. <ul style="list-style-type: none"> • Begin research for ID project and have meeting • Read Meggs 12
Week 5	2.10—Half-class critique of initial ID logo ideas; Workday ; Discuss Meggs 12 (). <ul style="list-style-type: none"> • Continue researching/sketching for ID organization • Refine initial logo design sketches for ID 	2.12—Meeting with Paul Down to discuss GDY progress; Begin innovation phase for GDY. <ul style="list-style-type: none"> • Refine ID logo directions and select paper • Continue research/innovation for GDY • Read Meggs (13) 14
Week 6	2.17— Guest lecture by Meg Pucino of VSA (Chicago); Discuss Meggs (13) 14 (); GDY team discussions of progress. <ul style="list-style-type: none"> • Finalize three ID logos and begin business paper design • Continue research/innovation for GDY 	2.19—All-class critique of refined logo directions for ID (three minimum); Workday including GDY team discussions. <ul style="list-style-type: none"> • Refine ID business paper designs • Make final ID paper order • Continue research/innovation for GDY • Read Meggs 15
Week 7	2.24— Introduction of Social Awareness Campaign project (SAC) and discussion; One-on-one critiques of initial ID business paper design; Discuss Meggs 15 (). <ul style="list-style-type: none"> • Finalize ID business paper designs • Continue research/innovation for GDY 	2.26—Half-class critique of ID business paper designs; Workday ; GDY team discussions to compile, assess, and finalize research/innovation data. <ul style="list-style-type: none"> • Begin research and planning for SAC • Begin GDY sketching/prototyping • Read Meggs 16

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Week 8	3.3—Discuss Meggs 16 (); Discussions of SAC with each group; Share initial GDY ideas. <ul style="list-style-type: none"> • Refine ID business paper designs • Continue research and planning for SAC • Continue prototyping GDY 	3.5—All-class critique of refined business paper design; All-class discussion of GDY including type, color, materials, language, packaging, and POP display. <ul style="list-style-type: none"> • Prepare ID for final presentations • Read Meggs 17 and “This is to Enrage You”
Week 9	3.10—Enjoy Spring Break!	3.12—Enjoy Spring Break!
Week 10	3.17— Presentations of final ID projects to clients this week and submit exact duplicate boards for grading. Discuss Meggs 17 () and “Enrage You”; SAC team discussions of research and planning. <ul style="list-style-type: none"> • Complete SAC research and begin prototyping • Continue prototyping GDY 	3.19—Presentation by (); Meeting with Paul Down for GDY teams to share progress reports. <ul style="list-style-type: none"> • Continue various prototype directions for SAC • Read Meggs 18. <ul style="list-style-type: none"> • Lecture by Chip Kidd (attendance required)
Week 11	3.24— Field trip to French Paper (meet at Snite; no flip-flops); Discuss Meggs 18 (). <ul style="list-style-type: none"> • Prepare SAC for initial critique • Begin editing process of GDY prototypes 	3.26—All-class critique of initial SAC designs (three minimum); Continue editing GDY prototypes <ul style="list-style-type: none"> • Read Meggs 19
Week 12	3.31—Discuss Meggs 19 (); Half-class critique of current directions for GDY; Individual team discussions of SAC design. <ul style="list-style-type: none"> • Refine final SAC directions • Finalize choices for GDY 	4.2—Presentation by (); ID boards back from client with comments; Workday ; SAC teams finalize direction; GDY teams make final decisions for comps. <ul style="list-style-type: none"> • Begin developing final GDY comps • Read Meggs 20 • Thurs/Friday ADC09 (Attendance Required)
Week 13	4.7—Discuss Meggs 20 (); Workday on SAC. <ul style="list-style-type: none"> • Continue developing final GDY • Finalize SAC • Develop final GDY comps 	4.9—Individual team critiques of GDY comps; Workday . <ul style="list-style-type: none"> • Finalize SAC and prep for launch • Prepare GDY color comps of final directions for presentation • Read Meggs 21
Week 14	4.14— “Art in April” intro at St. John the Baptist Elementary School (4th–8th graders); Discuss Meggs 21 (); Finalize timing and location of SAC launch ; <ul style="list-style-type: none"> • Prepare GDY comps for presentation 	4.16— Guest critique of final SAC project; Meeting with Paul Down for GDY teams to share progress. <ul style="list-style-type: none"> • Read Meggs 22+23
Week 15	4.21— “Art in April” at St. John the Baptist <ul style="list-style-type: none"> • Complete final GDY comps. 	4.23— Discuss Meggs 22+23; All-class critique on final GDY direction at Sedlack Design Associates, 817 Forest Avenue. <ul style="list-style-type: none"> • Finish GDY • Read Meggs 24 + Epilogue.
Week 16	4.28—Last day of class: CIFs; Discuss Meggs 24 + Epilogue (). <ul style="list-style-type: none"> • Prepare GDY comps for final presentation (TBA) 	

Final Exam: Thursday, May 7th, 10:30am.**Final individual critiques: TBA****Goody final presentation: TBA**