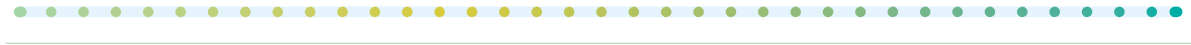


→ >>: | GD STUDIO II. CALENDAR: T/TH. [8:05-11:45]

**The following schedule is subject to change, but provides a fairly reliable indication of the pace, assignments, and major deadlines that you will need to plan for this semester. If you have any questions please feel free to contact me at: cdyer@highpoint.edu.

- Any item on the calendar below that is not completed in class is required to be completed for homework.



WEEK.	DATE.	ASSIGNMENT / TASK.
OVER-VIEW / WELCOME.	8-18	SYLLABUS / WELCOME / OVERVIEW.
		- a. _ "Start" Video Link: https://youtu.be/tsGgSJQezWc
		- b. _ Syllabus Link: http://www.carriedyer.com/assets/dad_syllabus_f2020.pdf
		- c. _ Website Link: http://www.carriedyer.com/-t-.html#courses
		- d. _ FAQ Link: http://www.carriedyer.com/assets/faq_-_-.pdf
		- e. _ Assignment Submission: http://www.carriedyer.com/assets/v_submission_process.pdf
		- f. _ Critique Process: http://www.carriedyer.com/assets/u_critique_process.pdf

WEEK 1. 8-18, 8-20

UNIT 01: RESEARCH PROJECT. / 20 DESIGNERS / 10 CAREERS / 5 MOVEMENTS

[See project Guidelines for Details on assignment Parts below.]

- > . **Project Guidelines Link:** http://www.carriedyer.com/assets/u01_research_project_f2020.pdf
- > . **Design Process Guidelines Link:** http://www.carriedyer.com/assets/t_design_process.pdf
- > . **Grading Rubric:** http://www.carriedyer.com/assets/i_grading_philosophy.pdf

PREP: -> . __Sketch book, __Pinterest board for visual research, __Review design process requirements

PART 01: -1. __Ten x Careers [10] [30 minutes.] [See guidelines]

PART 02: -2. __Twenty x Designers [20] [2 hours.] [See guidelines]

PART 03: -3. __Five x Significant Periods in Design History that inspire you & why. [5] [2 Hours.]

PART 04: -4. __Sketches for card design. [5 Hours.]

Discussion Board on Teams: List 10 Goals for the Semester and 10 Things you are excited about.

→ **Weekly Progress:** Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK	DATE	ASSIGNMENT / TASK
2.	8-25, 8-27	PART 05: -2. __Make Cards. [6-9 hours.]
		Research Project Due:
		WORK DUE: 8-30 Due by 11:59 pm on Sunday night. [Submission Process]
		CRITIQUE DUE: 8-30 Due by 11:59 pm on Sunday night. [Critique Process]
		DESIGN PROCESS DUE: 8-30 Due by 11:59 pm on Sunday night. [Design Process Documentation]

WEEK 3. 9-1
9-3

UNIT 02:
SOAP PACKAGE. / LOGO / BUSINESS CARD / LETTER HEAD / 3 PACKAGES

- > Project Guidelines Link: http://www.carriedyer.com/assets/u02_soap_package_f2020.pdf
- > Design Process Guidelines Link: http://www.carriedyer.com/assets/t_design_process.pdf
- > Grading Rubric: http://www.carriedyer.com/assets/i_grading_philosophy.pdf

PART 01: -1. __ Preparation / Research / Visual Research / Design Process.

PART 02: -2. __ Logo Design.

PART 03: -3. __ Package Design.

PART 04: -4. __ Business Card & Letterhead.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK 4. 9-08
9-10

[Soap Package Continued.]

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK 5. 9-15
9-17

[Soap Package Continued.]

Soap Package Due:	WORK DUE:	9-20	Due by 11:59 pm on Sunday night. [Submission Process]
	CRITIQUE DUE:	9-20	Due by 11:59 pm on Sunday night. [Critique Process]
	DESIGN PROCESS DUE:	9-20	Due by 11:59 pm on Sunday night. [Design Process Documentation]

WEEK 6. 9-22
9-24

UNIT 03:
LOGO DESIGN MATRIX.

- > Project Guidelines Link: http://www.carriedyer.com/assets/u03_logo_design_matrix_f2020.pdf
- > Design Process Guidelines Link: http://www.carriedyer.com/assets/t_design_process.pdf
- > Grading Rubric: http://www.carriedyer.com/assets/i_grading_philosophy.pdf

PART 01: -1. __ Preparation / Research / Visual Research.

PART 02: -2. __ Sketches / Design Process.

PART 03: -3. __ Text Boxes / Duplicate / Typefaces.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK 7. 9-29
10-01

PART 04: -4. __ Return to Research & Compare.

PART 05: -5. __ Prototyping / Printing.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK 8. 10-6
10-8

PART 06: -6. __ Review / Reflect.

Logo Design Matrix Due:	WORK DUE:	10-11	Due by 11:59 pm on Sunday night. [Submission Process]
	CRITIQUE DUE:	10-11	Due by 11:59 pm on Sunday night. [Critique Process]
	DESIGN PROCESS DUE:	10-11	Due by 11:59 pm on Sunday night. [Design Process Documentation]

WEEK
9.
10-13
10-15

UNIT 04.
BRAND BOOK + FILM FESTIVAL.

- > Project Guidelines Link: http://www.carriedyer.com/assets/u04_brand_book_f2020.pdf
- > Design Process Guidelines Link: http://www.carriedyer.com/assets/t_design_process.pdf
- > Grading Rubric: http://www.carriedyer.com/assets/t_grading_philosophy.pdf

UNOFFICIAL BREAK WEEK.

WEEK
10.
10-20
10-22

- PART 01: __Preparation / Research / Visual Research / Design Process.
- PART 02: __Complete Homework Assignment.
- PART 03: __Printing / Planning.
- PART 04: __InDesign Layout / Booklet setup.
- PART 05: __Brand Language / Writing /
- PART 06: __Logo Design Sketches & Vector Drafts.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK
11.
10-27
10-29

- PART 07: __Sketches for Design Artifacts.
- PART 08: __Draft of brand Artifacts / Elements.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK
12.
11-03
11-05

- PART 09: __Refine Elements & layout.

Brand	WORK DUE:	11-8	Due by 11:59 pm on Sunday night. [Submission Process]
Book Due:	CRITIQUE DUE:	11-8	Due by 11:59 pm on Sunday night. [Critique Process]
	DESIGN PROCESS DUE:	11-8	Due by 11:59 pm on Sunday night. [Design Process Documentation]

WEEK
13.
11-10
11-12

UNIT 05. PERSONAL BRANDING + 11X17 PORTFOLIO.

- > Project Guidelines Link: http://www.carriedyer.com/assets/u05_personal_branding_portfolio_f2020.pdf
- > Design Process Guidelines Link: http://www.carriedyer.com/assets/t_design_process.pdf
- > Grading Rubric: http://www.carriedyer.com/assets/t_grading_philosophy.pdf

- PART 01: __Preparation / Research / Visual Research. [See Design Process link]
- PART 02: __Personal Branding: develop recommended assignment process.
- PART 03: __11x17 Portfolio: Select Work & Document. [Consider showing process & narrative.]
- PART 04: __11x17 Portfolio: Set up Adobe InDesign document & sketch out layout.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK
14.
11-17
11-19

- PART 05: __11x17 Portfolio: Work on objectives and descriptions.
- PART 06: __11x17 Portfolio: Consider photographing and editing work further.

→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].

WEEK 15.	<u>11-24</u> <u>11-26</u>	PART 07: __ 11x17 Portfolio: Revise Layout.
		PART 08: __ 11x17 Portfolio: Refine.
→ Weekly Progress: Submit work on Microsoft Teams channel [submit by Sunday at 11:59 pm, Midnight].		

FINAL EXAM WEEK			
WEEK 16.	<u>Personal Branding & 11x17 Portfolio Due:</u>	WORK DUE:	Final Exam Day Due by 11:59 pm on Sunday night. [Submission Process]
		CRITIQUE DUE:	Final Exam Day Due by 11:59 pm on Sunday night. [Critique Process]
		DESIGN PROCESS DUE:	Final Exam Day Due by 11:59 pm on Sunday night. [Design Process Documentation]

Final Exam Due: Work is due Dec. 6th by Midnight.