SPRING 2022

VA402

Project Studio IV

Gözde Oral
Mon 13:40-16:30

WHO IS THE COURSE FOR?
Senior year undergraduate VCD students.

AIM
This course aims to encourage students to further develop their design abilities by investigating broader, open briefs that require reframing problems and creating content. The goal is to complete portfolio-quality work by exercising their research, resourcefulness, initiative, creativity, process, time management and presentation skills. Students are encouraged to talk about their own work and provide constructive criticism to others.

SCHEDULE
The focus of the course is on projects where students can explore their design abilities to meet today's various print and digital communication needs. Students must complete 3 projects during the semester. Each project is allotted 4 weeks (brief to submission) during which students are given critiques on the various stages of their designs, from ideation to finalization.

PROJECTS
Projects require the use of Adobe software, primarily Illustrator, Indesign and Photoshop. Students who do not have sufficient knowledge of these applications are expected to learn them on their own time. TA assistance is subject to appointment.

GRADING
• 80% projects
• 20% class attendance & participation

INTENDED OUTCOME
• Exploration of individual strengths as a designer
• Further development of design and presentation skills
• Portfolio-quality work

APPOINTMENTS
Personal appointments with the instructor and TA must be scheduled in advance and may take place on Zoom.

IMPORTANT
The course will take place <u>physically</u> on campus, on the scheduled day and time and is <u>not suitable</u> for Zoom attendance. Video-recordings will <u>not</u> be available.

Failure to attend 3 or more classes without a valid reason and/or health report will affect final grade.