

# Class Schedule

October 22

**A7: Identity** Start Identity Style Sheet

October 29

**Application of Style Sheet**

Resume, Business Card basics

**Identity: Beyond the Mark**

Taking the concept of identity beyond a simple mark, we explore the concept of identity as every decision you make. With these materials we begin an understanding of presentation as personal narrative.

November 5

**Initial Identity Presentation**

Show Resume and Business Card in color

**Web Presence**

A variety of solutions are shown.

Students are required to choose an online portfolio area in either Behance or Coroflot. Begin uploading images.

November 12

**Peer Review**

**Identity Materials**

November 19

**Work Day**

**Prep for Final**

November 26

**Thanksgiving Break**

Eat. Sleep. Enjoy.

December 3 (no studio classes)

**Academic Week** (This schedule is TBA)

December 10 Final Critique

**Final presentation and critique:**

Show all the work from the semester, including your online presentation, final resume and business card.

## Class Schedule

## Recommended Reading/Viewing

Thinking with Type - Ellen Lupton

Getting It Right With Type - Victoria Squire

Grid Systems - Kimberly Elam

Resonate: Present Visual Stories That Transform Audiences - Nancy Duarte

Helvetica: the movie

## Required Course Materials:

Sketchbook

X-Acto knife and blades

Utility knife and blades

#2 pencils, erasers

Sharpies or other inexpensive permanent black markers

Tracing paper

Xerox paper

Gluestick

Spray Mount or Super 77

Museum Board for Presentation

Foam Core Board for Presentation

Note: Books will be printed in color at the output center