

- week 1**
- January 11: Course introduction and overview**
 In class: Introduction, Objectives, Assignments, and Examples.
 Assignment: Create/Find 5 possible Artists.
- January 14: Research - Branding**
 In class: Sermon - What is a Brand?
 Culture/Film - Before the Music Dies
 Assignment: Choose 2 Artists and write Press Releases.
 Readings - The Brand Gap, No Logo, "Who's Affraid of the Big Brand Wolf?"
 * 3 questions/statements for readings
- week 2**
- January 18: NO CLASS - Research - Branding**
 Assignment: Choose 2 Artists and write Press Releases.
 Readings - The Brand Gap, No Logo, "Who's Affraid of the Big Brand Wolf?"
 * 3 questions/statements for readings
- January 21: Research - Branding**
 In class: Discussion Group - What is Branding?
 Introduction to Mark Matrix - Logo Sheet and Assignment
 Desk review of Artist Possibilities and Press Releases
 Assignment: Start 25 Mark Matrix sketches and mood board.
 Readings - "Logo by the Numbers" & The Rise and Fall of Rock & Icons & Avatars
 * 3 questions/statements for readings
- week 3**
- January 25: Concept - Identity**
 In class: Sermon - Strategy & Positioning
 Designing ID PDF
 Desk crit - Review of initial Mark Matrix sketches
 Assignment: Continue 25 Mark Matrix sketches
 Readings - "Logo by the Numbers" & The Rise and Fall of Rock & Icons & Avatars
 * 3 questions/statements for readings
- January 28: Design - Identity**
 In class: Discussion Group - Trends in Current Identities.
 Small Group Crit - Review of 25 Mark Matrix sketches
 Assignment: Finalize 5 marks for review
 Readings - If It's Retail, Is It Still Rock?, Indie Act Seeks Backup Brand, Bob Mould,
 What's the Real Score... * 3 questions/statements for readings
- week 4**
- February 1: Design - Identity**
 In Class: Discussion Group - Branding the Artist
 Small Group Crit - Review of 5 marks
 Assignment: Finalize 5 marks for Final Crit
- February 4: Design - Identity**
 In Class: Final Crit
 Assignment: Choose 1 mark and finalize
- week 5**
- February 8: Research - Poster**
 In Class: Introduction to Project 2 - Poster Design
 Sermon - The Rock Poster - Glaser to Aesthetic Apparatus
 Film - American Artifact
 Assignment: Outline Poster Content. Concepts/sketches.
- February 11: Research - Poster**
 In Class: Desk review of concepts/sketches
 Assignment: Continue Poster Concepts
 Readings - Are we invited?, Pretty cool gig, Good Gig
 * 3 questions/statements for readings

- week 6**
- February 15: Concept - Poster**
In Class: Reading Response for Poster Articles
Desk review of Poster sketches
- Assignment: Start Poster Color Roughs on Computer
- February 18: Design - Poster**
In Class: Open Lab
- Assignment: Continue Computer comps
- week 7**
- February 22: Design - Poster**
In Class: Small Group Review of Poster Color Comps
- Assignment: Continue Computer comps
- February 25: Design - Poster**
In Class: Sign up for Individual Review
- Assignment: B&W Printouts of Posters and ID for Individual Review
- week 8**
- March 1: Design - Poster**
In Class: Individual Reviews
- Assignment: Finalize Posters and ID
- March 4: Design - Poster**
In Class: Final Crit
Turn in PDF of final ID and 3 printer
Introduction to Project 3
- Assignment: Show and Tell - Bring 2 Favorite record packages. Research Artist Packaging PDF. Example in resources. PDF of posters in class webshare.
- week 9**
- March 8 & 11: Research - Record Package (Spring Break)**
Assignment: Outline of Record content
Sketches & Package concepts
Readings - Record design, trends, and current technology
Show and Tell - Bring 2 Favorite record packages. Research Artist Packaging PDF.
Example in resources. PDF of posters in class webshare.
- week 10**
- March 15: Concept - Record Package**
In Class: Show and Tell - Bring 2 Favorite record packages.
Research Artist Packaging PDF. Example in resources.
PDF of posters in class webshare.
Desk review of Paper comps and content outline.
- Assignment: Finalize Paper comps and roughs - start computer comps
Readings - Record design, trends, and current technology
- March 18: Concept - Record Package**
In Class: Desk review of Paper comps and content outline
Reading Responses for Record design readings
- Assignment: Finalize Paper comps and roughs - start computer comps

- week 11**
- March 22: Design- Record Package**
In Class: Desk review of Record Package computer comps
Assignment: Continue computer comps
- March 25: Design - Record Package**
In Class: Small Group reviews
Sign up for Individual Reviews
Assignment: Print outs of Record Package for individual review
- week 12**
- March 29: Production - Record Package**
In Class: Individual Reviews - Record Package comps
Assignment: Finalize and comp record package
- April 1: Crit & Presentation - Record Package**
In Class: Record Package due for Group Crit
Assignment: Sketches/ideas for New Media & 2 merchandise
- week 13**
- April 5: Research - New Media/Mechandise**
In Class: Introduction to Project 4 - New Media/Merchandise
Sermon - Media and Music
Film - RIP: A Remix Manifesto
Assignment: Readings - Media and music
Continue Sketches for New Media/Merchandise
- April 8: Concept - New Media/Mechandise**
In Class: Desk Review of concepts and sketches
Assignment: Readings - Media and music
Continue Sketches for New Media/Merchandise
- week 14**
- April 12: Design - New Media/Mechandise**
In Class: Desk Review of New Media - Prototypes, Sketches, Storyboards due
Turn-in reading responses
Assignment: Start building New Media project on Computer
- April 15: Final Crit of Package**
In Class: Final Crit of Package Design
Assignment: Continue building New Media/Merchandise pieces
- week 15**
- April 19: Design - New Media/Mechandise**
In Class: Open Lab - Desk Review
* Make Day - Shirts, Buttons, Stickers and Everything Fun Lab Day
Assignment: Finalize Posters, CD Package, Merchandise for photo shoot
- April 22: Design - New Media/Mechandise**
In Class: Open Lab - Desk Review
Individual Review Sign-Up
* Photo Shoot Lab Day
Assignment: Finalize and Complete entire campaign for Individual Review
Shoot Work

week 16

April 26: Design - New Media/Mechandise

In Class: Individual Review - Bring Entire Campaign

Assignment: Finalize all projects

April 29: Open Lab

In Class: Open Lab - Shoot Photography and finalize.

Assignment: For Final Turn In

Final PDF -- Photos of Posters, Package, Merchandise -- Screens of Motion/Interactive

PDFs of all Project source files

Photo files for project shots

Any final animation Quicktime/SWF file

week 17

May 3: Final

In Class: Final Crit - People Choice Awards - Bring Entire Printed/Interactive Campaign

Assignment: For Final Turn In

Final PDF -- Photos of Posters, Package, Merchandise -- Screens of Motion/Interactive

PDFs of all Project source files

Photo files for project shots

Any final animation Quicktime/SWF file

Course Website: monkeybubblemedia.com/music