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| Duration: | 12 weeks |
| Course: | Graphic Design |
| Instructor: | Patrick Duffy |

Course Objective: This course examines the critical role design plays in establishing an image in the music industry. The process of design from concept to execution is examined, with some emphasis on the business of design – including looking, acting and conducting business professionally – as part of the overall effort to create a recognizable identity and brand. Contemporary and historical artist identities and advertising campaigns are critiqued for approach and effectiveness of the art direction. The role of photography in the overall graphic design mix is examined in detail.

Bio: Patrick Duffy is Creative Director at Attention Design, a graphic design firm he created specifically to service the music industry. His relationship with the industry spans more than thirty years, beginning as an artist, then as an agent and artist manager, and ultimately focusing on graphic design after studying Advanced Advertising Design at George Brown. He has been a Consulting Art Director for EMI/Virgin Music Canada, for The Canadian Country Music Association (CCMA), and to the Small World Music Association (Toronto). He continues to work as a Principal Designer for Canadian Music Week (CMW), and is currently the Consulting Art Director to the Country Music Association of Ontario (CMAOntario) where he also serves on the Board of Directors, and teaches design in the Music Business Management program at Durham College (Oshawa). He is a JUNO Nominee for Album Design and has won nine Canadian Country Music Awards for Album Design, a distinction unequalled in the 30+ year history of that organization.

| Week | Topics |
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| 1 - 2 | - Introduction to concept of design as a language; visual hierarchy - Role design plays in the overall mix with analysis of good vs bad design - Historical movements in design and influence on the present - Design vs marketing objectives; expectations of industry marketing people |
| 3 - 4 | - Exploration of inspiration and where ideas come from - Creating and reinforcing a distinct, recognizable brand |
| 5 - 6 | - Typography – historical origins in pictographs, relationship to modern-day logo, invention of the alphabet - Critical role of high quality, careful use of type on professional-calibre presentation and legibility - Serif, sans serif, and decorative type appropriateness |
| 7 - 8 | - Role of the art director or creative director - Role of photography in music related graphic design; how to take better photographs - Importance of art direction in photography to ensure usable, professional images |
| 9 - 10 | - The business of design: how much does it cost to hire creative; who owns the art; licensing and usage fees as regards design, photography, illustration; stock images; budgeting - Finding an appropriate designer; creating a brief for the designer; creating a critical path |
| 11 - 12 | - Course review - Final exam |

Evaluation

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| Attendance & Participation | 25% |
| Assignments | 10% |
| Final Exam | 65% |
| Total | 100% |