Visual Strategy
GENB 7397

Summer Session 4 - (July 8 - August 13) 2015 | Instructor: Cord Bowen

4 WEEKS

Course Topics:
Presentation Strategy
Visual Problem Solving
Information Graphics

DETAILS:
- Explore creative process in business strategy
- Learn to leverage graphic techniques to clarify ideas.
- Develop ideas visually.
- Lectures from Design Professionals on how they serve you.
- Three Projects (No Exams)
- Fundamentals: Come as you are, no graphic knowledge required.

Questions: cbowen3@uh.edu

University of Houston | Bauer College of Business | MBA Program
GENB 7397 • Visual Strategy • Course Syllabus
Summer Session 4 (July 8 - August 13) 2015

Instructor:  Cord Bowen  •  356 College of Architecture | cbowen3@uh.edu | 713 862 7105
Location:  Rm TBA, Melcher Hall
Time:  Monday and Wednesday, 6-10pm

Course Description:
Visual Strategy as a seminar, seeks to inform students about the fundamentals of Presentation Strategy, Visual Problem Solving, and Information Graphics.

Course Objectives:
Students will acquire knowledge and a basic understanding of the following topics:
- Basic understanding of Graphic Design and Layout
- Digital Presentation Techniques
- Basic understanding of Information Graphics
- Basic understanding of Visual Problem Solving
- Working with and hiring Design Professionals

Projects:
All projects will be presented with a prompt in class.
Project 01:  Quantitative Presentation [Individual]  due: tba
Project 02:  Analytical exercise [group]  due: tba
Project 03:  Product Presentation [group]  due: tba

Course Materials:
Students will need the following materials for class:
- Pen (one you love to write with)
- Pencil (#2 or HB) Mechanical or Wood is fine
- Paper - plain, gridded, or ruled
- Sharpie or black marker
- Post-it notes (3"x3") any color.
- Laptop with: Microsoft Office installed.

Attendance Requirements:
*Students must attend the first week of class. No additions beyond the first week.
You are expected to attend every class meeting for the full class period. Library research and computer lab work should be done outside of course time. Interaction with your classmates during all phases of a project is essential to learning and a high degree of participation in studio discussions is required. You may miss two (2) classes, any absences after can result in a drop without notice.

Due Dates:
Due dates will be strictly adhered to. All work is due completed at the beginning of class. No late work will be accepted. Project evaluation of incomplete work will be reduced based on the degree of incompleteness and its effect on project communication.
PROJECT DESCRIPTIONS

Project 01 - Present yourself

Objective - This project will provide an introductory look at presenting data as a graphic expression.

Description - Each student will identify 3-5 quantitative facts about themselves that show some significant contrast in their lives. From here, develop one slide/image per fact to best represent the data and its contrasting/comparative nature.

Deliverables - Students may present using a PDF file format. Each student will have 3 minutes to present.

Grading - (20% of overall grade) Students will be graded in three categories, understanding, development, presentation.

Project 02 - Analytical Exercise

Objective - Students will learn to observe and reflect on existing visual strategies presented by companies with a strong graphic presence.

Description - As a group, students will research and identify a company and product with strong graphic and visual presence. Using screen grabs, videos, and other information, each group should be able to discuss and identify the most successful graphic attributes used to present the company and product.

Deliverables - Groups may present using any of the software formats discussed in class. If you'd like to try something not discussed please inform the instructor. Each group must use their own laptop. Presentations should be 20 slides or less. 10 minutes will be given to present.

Grading - (20% of overall grade) Groups will be graded in three categories, understanding, class discussion, and presentation.

Project 03 - Visual Problem Solving

Objective - Students will learn to understand and develop the process of Visual Problem Solving.

Description - Each group should identify the struggles of being an evening MBA student with full-time job and family. Identify and map a product or service that could help improve the experience. Students should think at macro and micro levels. Use the visual problem solving process to help communicate ideas. Develop an "Alpha Phase" product description and presentation to market the idea to potential seed investors.

Deliverables - Groups may present using any of the software formats discussed in class. If you'd like to try something not discussed please inform the instructor. Each group must use their own laptop. Presentations should be 20 slides or less. 10 minutes will be given to present. Please include photo documentation of the Visual Problem solving process.

Grading - (20% of overall grade) Groups will be graded in three categories, understanding, class discussion, and presentation.

*All students are expected to contribute equal efforts on the group projects. Any issues that arise should be brought to the instructor's attention.
Evaluation and Grading Policy:

Evaluation of each project will be accomplished based on the following descriptions:

"A" indicates work that is exceptional, out of the ordinary, and above and beyond what was required for the project. A grade of "A" means that you have carried one or more aspects of the project to an extent which makes the work superior in a number of dimensions.

"B" indicates that what you have accomplished is good and is above average. It is more than required to satisfactorily complete the problem. A grade of "B" indicates that you are going about your project in a way that distinguishes it from the average.

"C" means you have done everything that was expected, you came to class, worked very hard, and generated a response to the problem that was average, acceptable. It does not mean you have failed. It means you have performed in a satisfactory way. Doing a project and working hard does not carry with it the guarantee of satisfactory results.

"D" is a grade that indicates unsatisfactory results.

"F" means you have failed to demonstrate an understanding of the problem. Merely doing a project does not mean it receives at least a satisfactory grade. Doing the work allows the instructor to assign a grade.

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