Design for Marketing Syllabus
Mrs. Casey Mulvihill (she/her)

Note: This is a living document, with changes made occasionally

When you have an idea for a product or a service, how do you show it to the world?

In this course, students will use industry-standard software, including Adobe Illustrator, to design promotional materials that can help launch or grow an organization.

What might your business need? Learn the basics of market research and data visualization as you conduct your own interviews and surveys with potential customers.

Design a logo, infographic, packaging, or app interface. Use the Innovation Lab's tools and tech to make stickers, keychains, shirts, and more. You'll leave this course with several cool trinkets and a load of new design skills.

Topics we will cover include:
- What is marketing? (Overview of the 4 P's and the 4 C's)
- Identify and understand your target market (incl. Consumer motivation & User Needs)
- Conduct market research (primary and secondary)
- Create effective designs (psychology of Graphic Design)
- Use digital design tools (Adobe Illustrator, Photoshop, Canva, etc.)
- Data visualization

General Outline Sequence is subject to change

Week 1	Class Procedures, Expectation & Norms Overview: What is marketing? Creative get-to-know-you project/activity
Week 2-3	Making effective designs: Basics of visual communication (symbolism, color psychology, etc.) Concept Sketching Skills Digital design project
Weeks 3-4	Taking aim at Target Markets & Target Audiences Design challenge/skill builders
Weeks 5-6	Develop a concept, Identify Target Market, Conduct Market Research
Week 7	Data Visualization & Marketing to Investors
Weeks 8-9	Creating effective media (a.k.a. designing & making stuff) Create an advertisement for your target consumers

Grading

"Total Points" grading scheme
- Most major projects will be worth 100 points
- Shorter practice activities & assignments will be weighted accordingly
- All assignments will be categorized as "classwork" in Blackbaud
- You are graded on completion of required tasks & personal growth/improvement

Design Studio & Lab Performance:
- Collaborative planning & working
- Individual time spent on-task (are you on-task? Are you engaged?)
- Appropriate use of & care for tools, including digital "tools"
- Individual & communal clean-up as needed

School & Course Expectations & Goals
1. Dignity
2. Community
3. Growth Mindset
4. Be present - physically and mentally

SEL Goals:
Self-Awareness, Social Awareness, Self-Management and Responsible Decision Making

Deadlines
All work must be submitted on time.

- Assignments are to be turned in by 11:59 pm **on the day they are due**, unless you are told otherwise. This means we will usually have time in class to complete projects on the day they are due; they are **not** due before class starts that day!
- Points will only be deducted from late work (typically 1% deduction per day) if you've been spending your class time not doing the work when you're supposed to 👀

If the work is not as high quality as you would like or is not quite finished (you want to fix it or do more), *email Mrs. Mulvihill to request an extension or re-do.*

Making up Missed Classes
If you miss class, please check the Daily Doc to see what you have missed. Upon your return, you can meet with Mrs. Mulvihill to create a plan and schedule for completing missed work.

Artificial Intelligence Policy
- Students **may NOT** use artificial intelligence or machine learning models (ChatGPT, SnapChat's My AI, Dall-E, etc.) to **generate** content for projects and assignments without **explicit permission** from the instructor.
- *There will be plenty of opportunities to learn to use these tools to benefit your designs and workflow in this course!*
- The instructor may **verbally assess** students about their assignments or ask for skill and process **demonstrations** at any time.
- Students are **discouraged** from using AI as a **research** tool; consider it unreliable.

About Me

Mrs. Mulvihill teaches Design and Innovation electives for the Middle School and Upper School at LJCDS. Before coming to San Diego, she taught art, graphic design, and engineering design at a high school in central New Jersey. In her free time, she worked on product development, marketing, and design for small businesses… and for fun! She even won a hackathon.

Mrs. Mulvihill lived in New Jersey for almost all of her life; she spent two years in Philadelphia (where she learned to call long sandwiches "hoagies") and three months in Massachusetts (it was cold). She earned her AFA from County College of Morris, BA in Studio Art from William Paterson University, and an M.Ed in Student Personnel Services from Widener University.

Email: cmulvihill@ljcds.org
Phone: (858) 453-3440 ext. 477
Office hours: I am often available 30 minutes before or after school most days. Please email or verbally request meetings so that we can plan. I am NOT always free during 7/8th grade study hall.

Where to find me:
- MS 105 (I have a desk there)
- Innovation Studio (where I teach Upper School block 6)
- VASC 21 (where I teach Upper School block 5)
- Temporary Innovation Lab (upstairs in VASC, across from Graphic Design lab upstairs)