**Course Description**

Creative, branding, image-making design, digital, and traditional skills are necessary in this course to meet rigorous conceptual and visual standards pertinent to creating a brand. Through complex projects and numerous graphic design formats and applications, major aspects of visual identity are emphasized and developed.

**Student Learning Outcomes**

- The student will demonstrate professional knowledge of the branding process by creating brand and identity elements through a series of professional-level portfolio projects.
- The student will recognize and prepare for the corporate design work environment by discussing designers and methods that have.

**Required Texts**

*Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover] by Alina Wheeler*

**Recommended Texts**

*Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios* by Capsule, Maura Keller and Michelle Taute

*The Designful Company: How to build a culture of nonstop innovation* by Marty Neumeier

*The Brand Gap: How to Bridge the Distance Between Business Strategy and Design* by Marty Neumeier

*Zag: The Number One Strategy of High-Performance Brands* by Marty Neumeier

**Required Materials**

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

**Attendance, Participation, & Grading**

Attendance is recommended for your success and will be recorded during each class session. Four (4) absences results in a drop of a single letter grade and arriving late to class on three (3) occasions will result in the recording of one (1) absence. Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

This is much less a lecture course than it is a discussion and studio class. Your involvement is essential to the success of this class. You are expected to participate in the critiques of others’ work; one of the best ways to learn about graphic design is to critically look at work.

Design, like art, can be subjective; therefore I will be looking to see if your projects are technically correct and successfully achieve the goals you define at the start of each project. Your success (or failure) will be determined by how well you demonstrate your willingness to understand the application of my lessons to your own creative process.

**How will I grade?**

Each project will be graded on three factors: 1) discussions, critiques, and other class participation will account for 20%; 2) your creative process will account for 60%; and 3) the final artifact will account for the final 20%.

*Please see last page of this syllabus to see the projects you will be completing this semester.*

**Attendance**

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

**Late Work**

*No late work is accepted.* If you are unable to make the final critique of a project, please make arrangements with me to turn in and present to the class on an earlier date.

**Plagiarism**

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

**Professionalism**

*Cell Phones*

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

*Music/Headphones*

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

**Studio Work Time**

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects. The Graphic Design Think Tank is open for your use as well.

**Email Addresses**

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately. You can always forward this address to one that you check on a more regular basis.

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

**Grade Appeal Process**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Week One
In Class
Introduction, Syllabus, Project Overview
Video :: Design & Thinking
Homework (due Tuesday)
Purchase books
Choose a local, non-oil related, Coastal Bend Corporation whose logo you wish to redesign. Bring in that company’s logo on Tuesday and be prepared to discuss why you think it needs to be changed.

Week Two
In Class
Tuesday
Assignment :: Logo, Business System, Identity Guidelines, and Collateral
Lecture :: What is a logo?
Lesson :: Writing a Design Proposal
Thursday
Exercise :: Design Matrix
Homework
Reading Assignment
Complete Design Proposal

Week Three
Items Due (Tuesday)
Design Proposal Due
In Class
Tuesday
Video ::
Lecture :: The importance of non-digital exploration
Lesson :: Types of marks
Assignment :: 100 Sketches
Thursday
Quiz
Lesson :: TBA
Lecture :: TBA
Working Day :: Sketches
Homework
Over the weekend: Complete 100 Sketches
Reading Assignment

Week Four
Items Due (Tuesday)
100 Sketches Due
In Class
Tuesday
Class critique
Discussion :: What is Graphic Design?
What is our potential as designers?
Discussion :: What are the problems with technology?
Thursday
Quiz
Brief Lecture/Class discussion
Working Day
Homework
Begin developing 3 vector (Illustrator) logos for each solution from sketches.
Reading Assignment

Week Five
Items Due (Tuesday)
Work in progress
In Class
Tuesday
WIP Class Critique of Vector solutions
Working Day: Refine vector logos
Thursday
Quiz
Homework
Continue to refine logos
Reading Assignment

Week Six
In Class
Quiz
WIP Class critique of vector solutions
Working Day: Finalize vector logos
Homework
Finalize vector logos for all three solutions.
Reading Assignment
Week Seven

Items Due (Tuesday)
- Final black and white logos due

In Class
- Tuesday
  - Class Critique
  - Lecture/Lesson
  - Working Day: Begin color research and application to logo
- Thursday
  - Quiz
  - Small Group Critiques
  - Lecture :: TBA
  - Working Day :: Color Application

Homework
- Finalize three color options for the chosen logo
- Sketch ideas for letterhead, business card, and envelope

Week Eight

Items Due (Tuesday)
- Three color options & Business system sketches

In Class
- Tuesday
  - Class Critique
  - Working Day: Finalize color logo, begin sketches for letterhead, business card, and envelope designs
- Thursday
  - Working Day

Homework
- Finalize business system, Develop layout ideas for identity manual

Week Nine

In Class
- Working Day: Work on all parts of project
- Individual meetings

Homework
- Finalize Business System, Continue work on final application and Identity manual

Week Ten

In Class
- Working Day: Work on all parts of project
- Individual meetings

Homework
- Finalize and Complete Business System
  - Develop conceptual sketches for your one collateral item. (Thursday)

Week Eleven

Items Due (Tuesday)
- Business System due

In Class
- Tuesday
  - Class Critique
  - Working Day: Work on final application and identity manual
  - Individual meetings

Items Due (Thursday)
- Sketches for Collateral Item
- Thursday
  - Finalize Identity Manual
  - Begin work on Collateral Item

Week Twelve/Thirteen

Items Due (Tuesday-Week Twelve)
- Identity Manual Proof Due

In Class
- Working week with individual critiques

Homework
- Continue work on final project

Week Fourteen

Items Due (Tuesday)
- Identity Manual Due

In Class
- Working week with individual critiques
  - Thursday (November 27, 2014)
    - No class in observance of Thanksgiving

Homework
- Continue work on final Collateral Item

Week Fifteen

Items Due (Tuesday)
- Final Identity manual due at the beginning of class
  - Final application due at the beginning of class
  - All associated files are due on a CD (turned in on thumb drive) at the beginning of class

In Class
- Class Critique
Grading Opportunities

**Quizzes (15%)**
Students will be given comprehensive quizzes on the required reading assignments and lectures.

**Design Proposal (15%)**
Students will be asked to write a comprehensive design proposal which includes the history of the company, their analysis of the existing logo, and suggestions on how they will improve the company’s identity with a new design.

**Identity Design (50%)**
Students will choose a logo company or organization from the Coastal Bend Region and redesign their logo, business system, and one collateral item.

**Sketches (20%)**
Students will be required to submit various non-digital sketches throughout the semester for critique. The completion of these sketches will be assessed separately from the main project.