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 influenced visual communication through branding.

Required Texts


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)

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.

• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.

• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.

• E-mail communications should be about class business.

• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Grading

How will I grade?

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

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

Attendance
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Grade Appeal Process
Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Disabilities Services
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, Room #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
- Lecture :: What is a logo & Types of marks?

**Homework (due Monday)**
- Purchase books
- Find Examples of Logos in the different configurations discussed.

**Week Two**

**In Class**
- **Monday**
  - Assignment :: Family Logo
- **Wednesday**
  - Exercise :: Design Matrix

**Homework**
- Reading Assignment
- Complete Objective Statement

**Week Three**

**Items Due (Monday)**
- **Objective Statement due**

**In Class**
- **Monday**
  - Lecture :: The importance of non-digital exploration
  - Assignment :: Produce at least 20 Sketches
- **Wednesday**
  - Lesson :: TBA
  - Lecture :: TBA
  - Working Day :: Sketches

**Homework**
- Over the weekend: Complete 20 Sketches
- Reading Assignment

**Week Four**

**Items Due (Monday)**
- **Sketches Due**

**In Class**
- **Monday**
  - Class critique
- **Wednesday**
  - Brief Lecture/Class discussion
  - Working Day

**Homework**
- Choose one direction and create a vector comp
- Reading Assignment

**Week Five**

**Items Due (Monday)**
- **Vector Solution**

**In Class**
- **Monday**
  - Class Critique of Vector solution
  - Working Day: Refine vector logo based on critique
- **Wednesday**
  - Turn in final vector solution

**Homework**
- Reading Assignment
- Choose a local, non-oil related, Coastal Bend Corporation whose logo you believe needs to be redesigned. Bring in that company’s logo on Monday and be prepared to discuss why you think it needs to be changed.

**Week Six**

**In Class**
- Assignment :: Logo, Business System, Identity Guidelines, and Collateral
- Lesson :: Writing a Design Proposal

**Homework**
- Reading Assignment
- Complete Design Proposal
 Topics in Studio Art: Corporate Identity
Spring 2016

Week Seven

**Items Due (Monday)**
- Design Proposal Due

**In Class**
- Monday
  - Assignment: 20 Sketches
- Wednesday

**Items Due (Wednesday)**
- 20 Sketches
- Class Critique
- Lecture: TBA
- Working Day: Begin developing 3 vector (Illustrator) logos for chosen solutions from sketches.

**Homework**
- Reading Assignment

Week Eight

**Items Due (Monday)**
- 3 Vector Solutions

**In Class**
- Monday
  - Class Critique of Vector solutions
  - Working Day: Refine vector logos
- Wednesday
  - Working Day: Finalize vector logos

**Homework**
- Finalize vector logos for all three solutions in black and white.
- Reading Assignment

Week Nine

**Items Due (Monday)**
- Final black and white logos due

**In Class**
- Monday
  - Class Critique
  - Working Day: Pick best solution Begin color research and application to logo

**Items Due (Wednesday)**
- Three color options & Business system sketches
- Class Critique
- Working Day: Finalize color logo, begin sketches for letterhead, business card, and envelope designs
- Small Group Critiques/Working Day

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

Week Ten

**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 Eleven

**Items Due (Monday)**
- Business System due

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

**Homework**
- Develop conceptual sketches for your one collateral item

**Items Due (Wednesday)**
- Sketches for Collateral Item
- Working Day: Work on final application and identity manual
- Individual meetings

**Homework**
- Finalize Identity Manual
- Begin work on Collateral Item

Week Twelve/Thirteen

**Items Due (Monday-Week Twelve)**
- Identity Manual Proof Due

**In Class**
- Working week with individual critiques

**Homework**
- Continue work on final project
Week Fourteen

*Items Due (Monday)*
- Identity Manual Due

*In Class*
- Working week with individual critiques

*Homework*
- Continue work on final Collateral Item

Week Fifteen

*Items Due (Monday)*
- 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*
- Final Class Critique
Grading Opportunities

**Participation (10%)**
Students are expected to come to class and stay for the entire required studio time. Students will also be expected to keep up with all outside homework assignments and turn them in on scheduled days.

**Family Logo (15%)**
Students will develop a logo based on their own family that works in both black and white and color.

**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 local, non-oil related, Coastal Bend Corporation and redesign their logo, business system, and one collateral item.

**Sketches (10%)**
Students will be required to submit various non-digital sketches throughout the semester for critique. The completion of these sketches will assessed separately from the main project.