Instructor: Alexandria Canchola  
email: alexandria.canchola@tamucc.edu  
phone: 361.825.4130  
Class Time: M/W 12:30-3:20  
Class Location: Bay Hall 234, Graphic Design Lab  
Office: Bay Hall 224A  
Office Hours: T 12:30-4:30 and MW 12:00-12:30

Graphic Design Program Standards

Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). **No incompletes will be given for this course.**

Project Resubmission
One project may be resubmitted, with evidence of improvement, for a new grade at any time prior to the last regular class meeting (before finals week). The new grade will replace the old grade but can only be a maximum of one complete letter grade higher. In the unlikely event the new grade is lower than the old one, the higher of the two grades will be counted. Original must be included with new project.

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. Attending critiques are mandatory. 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.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.
College of Liberal Arts Standards

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.

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.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. (Place date of “Last day to drop a class”. You can find it located on the academic calendar) is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
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.
Course Prerequisites: GRDS 1301, 1302, 2301, and 2302.

Course Objectives & Purpose
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 by Alina Wheeler
(PDF provided)

Additional readings will be provided via Blackboard

Required Materials
Portable media: Jump drive/USB drive. (At least 1 GB)
Dropbox Account

Fees Possibly Incurred
Website hosting/domain
Wordpress theme (optional)
Annual Report publication materials/printing

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week.
You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Creative Projects :: An overview
The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.
Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism and participate in the critical analysis of peer work. Final grade evaluation will be determined by the Professor on creative projects using the project’s outlined grading rubric.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Outlined projects and assignments will total 100 points of your final grade.

Projects

Major Project One: Design Proposal/Research Presentation: 10 pts
The student will write a comprehensive design proposal which includes the history of their client company, their analysis of the existing brand, and suggestions on how they will improve the company’s identity with a new design. The document and presentation materials should be professionally formatted and executed.

Major Project Two: Client Rebrand: 20 pts
The student will choose a corporate business as their client from the provided list. This company will be their “client” for all remaining semester projects. First, they will establish an evolved visual brand for the client by executing an appropriate and impactful logo and other visual assets.

5 pts: Logo(s)
Logo exploration and development (Sketch, Refine, Digital).
Creation of logo family if applicable (All Logos in various compositions and alternates).

5 pts: Brand Style Guide
Simple Brand Style Guide (Logo Variations, Typography Selections, Color Palette)

5 pts: Identity System
Business Card, Letterhead (in Adobe and Word), Envelope other appropriate branded collateral Digital & printed prototypes.

5 pts: Collateral/Ephemera
Mock-up branding on 2 promotional items or ephemera pieces. Selected items should be appropriate for the client’s audience or customer. Mock-up the brand on items digitally. Present photo-realistic mock-ups.

Major Project Three: Annual Report: 25 pts
Based on the design decisions asserted in Project One, the student will design and print an annual report. The final artifact should combine graphics, photos, content and data to chronicle their chosen company’s corporate activities as well as financial and operational information.

5 pts: Assets Package
Written Content, Photos, Illustrations, or Icons to be utilized in annual report

5 pts: Annual Report Cover
A mini poster so-to-speak, an impactful graphic that communicates a message to the intended audience

2.5 pts: Table of Contents
An index of information to be used in the annual report designed as a spread

2.5 pts: Infographics
Financial/Operational Data of company designed as two spreads (4 pages) minimum

10 pts: Final Artifact
Students will survey and apply the principles of graphic design to the creation of one 24-page annual report by understanding cross-cultural influences in visual perception and communication design.
Major Project Three: Wordpress Website: 25 pts
Using the Wordpress.org CMS platform form, the student will create a website for their chosen organization to support their newly established brand. Using information derived from their previous annual report project, the website will include the following information navigational items/pages About Us (Mission & Goals), Services, History, Contact Us, Products, and any other applicable information from research.

2.5 pts: Website Sitemap & Planning
Student will organize web page structure and execution plan based on client needs

5 pts: Assets Package
Based on website needs all Written Content, Photos, Illustrations, or Icons to be utilized on web pages

2.5 pts: SEO Optimization
From our lectures in class the student will optimize their website with best SEO methodologies.

5 pts: Mobile & Tablet Optimization
From our lectures in class the student will optimize their website for mobile and tablet.

10 pts: Website Execution
Development, Design & Population of all website pages

Major Project Four: Final Pitch: 2.5 pts
All refined artifacts from Projects One – Four and the Mailchimp Email Blast will be presented in a comprehensive portfolio deck showcasing the client’s proposed identity elements and their application in relevant marketing tools and collateral.

Assignments
5 pts: Assigned Readings/Quiz
There are weekly assigned readings that you are responsible for. Come to class prepared to discuss the readings as well as take weekly quizzes via Blackboard and/or write written statements (4-6 sentences) outlining the readings.

2.5 pts: MailChimp Email Blast
The student will create an eblast or singular email campaign using Mailchimp. The communication should call the identified target audience (client, donor, volunteer, etc.) to act in support of the outlined client goals or objectives.

2.5 pts: Local Logo Redo

2.5 pts: Ideal Client Model Exercise
The student will create a comprehensive research development proposal which includes an analysis of current companies possessing features they would like to adopt. The document should be professionally formatted and executed and should outline at least 5 companies that showcase proper function and form as well as a desired aesthetic.

5 pts: Grid Exercise Series
The student will complete a series of exercises focusing on type hierarchy and page form.
<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Wednesday</td>
</tr>
<tr>
<td>**WEEK 1</td>
<td>1/20-1/24**</td>
</tr>
<tr>
<td>Lecture: Syllabus, Course Overview What is Brand? What is Brand Management?</td>
<td>Discussion: How to choose a client for the semester</td>
</tr>
<tr>
<td><strong>Exercise:</strong> Familiar logos, remixed (Sara Marshall’s Brand by Hand Project)</td>
<td><strong>Exercise:</strong> Familiar logos, remixed (Sara Marshall’s Brand by Hand Project)</td>
</tr>
<tr>
<td><strong>Homework:</strong> Download Wheeler, Designing Brand Identity PDF; upload a self-introduction (instructions on Blackboard), Choose your client by selecting from Google Doc</td>
<td><strong>Homework:</strong> Download Wheeler, Designing Brand Identity PDF; upload a self-introduction (instructions on Blackboard), Choose your client by selecting from Google Doc</td>
</tr>
<tr>
<td><strong>Reading:</strong> read Knight and Glasier, Visual Identity &amp; Branding pp.50-55</td>
<td><strong>Reading:</strong> read Knight and Glasier, Visual Identity &amp; Branding pp.50-55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Wednesday</td>
</tr>
<tr>
<td>**WEEK 2</td>
<td>1/27-2/3**</td>
</tr>
<tr>
<td>Lecture: Story Telling in Brands/Cohesion in Brands Across Various Media</td>
<td>Lecture: Brand Perceptions, Ideal Client Psychology &amp; Model; Brand Building: Logo, Type, Color, Moodboards</td>
</tr>
<tr>
<td>Discussion: Organizational Internal and Client Documents, Design Brief / Creative Brief / Logo Questionnaires</td>
<td>Discussion: Design Proposal</td>
</tr>
<tr>
<td><strong>Exercise:</strong> A look at Design Proposals: The Good, The Bad, and the Ugly</td>
<td><strong>Exercise:</strong> Ideal Client Model Exercise, using research on your client</td>
</tr>
<tr>
<td><strong>Homework:</strong> Begin researching your client and work on Design Proposal</td>
<td><strong>Homework:</strong> Complete Ideal Client Model Exercise</td>
</tr>
<tr>
<td><strong>Reading:</strong> Wheeler, Brand Basics pp. 2-28;</td>
<td><strong>Reading:</strong> Wheeler, Brand Basics pp. 2-28;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Wednesday</td>
</tr>
<tr>
<td>**WEEK 3</td>
<td>2/3-2/7**</td>
</tr>
<tr>
<td>Lecture: Logo Design</td>
<td><strong>Design Proposal &amp; Presentation Due</strong></td>
</tr>
<tr>
<td>Discussion: Client Rebrand, Logo</td>
<td>Lecture: Anatomy &amp; Structure: points of entry, grids, layout, hierarchy</td>
</tr>
<tr>
<td><strong>Exercise:</strong> Local Logo Redo (small groups)</td>
<td>Discussion: Logo Sketches Check-in, long-format publication examples</td>
</tr>
<tr>
<td><strong>Homework:</strong> Bring 5 well-designed examples of long-format publications, work on Design Proposal</td>
<td><strong>Exercise:</strong> Grids &amp; Systems using a grid to create type hierarchy</td>
</tr>
<tr>
<td><strong>Reading:</strong> Brand Identity Elements pp. 50-86,</td>
<td><strong>Homework:</strong> Complete Grids &amp; System Exercise V1</td>
</tr>
<tr>
<td></td>
<td><strong>Reading:</strong> Grid article/scans on Blackboard, Wheeler, Brand Forces pp.68-80</td>
</tr>
</tbody>
</table>
Monday

**Lecture:** InDesign Tutorial with running headers, folio line styles, titles, subtitles, body copy, style sheets

**Discussion:** Grids & System Exercise Review

**Exercise:** create 3 distinct styles for headers, folio line styles, titles, subtitles & body copy

**Homework:** Grids & System Exercise V2, finalize logo

**Reading:** Grid article/scans on Blackboard

Wednesday

**Logo Due**

**Lecture:** Brand Style Guide

**Discussion:** Grids & System Exercise V2 Review

**Exercise:** Brand Style Guide

**Homework:** Grids & System Exercise V3

**Reading:** Heller, When Bad Things Happen to Good Logos pp.85-87

Monday

**QUIZ on Wheeler Reading**

**Lecture:** Brand Identity Systems, Promotional Items, Branded Items, Ephemera

**Discussion:** Grids & System Exercise V3 Review

**Exercise:** Brand Style Guide, Identity Systems

**Homework:** gather all written & visual content for Brand Style Guide, design master pages of Brand Style Guide

**Reading:** Rogers, How Haagen-Dazs is reimagining the brand for the Instagram generation on Blackboard

Wednesday

**QUIZ on Grids**

**Lecture:**

**Discussion:**

**Exercise:** workday on all Project 1 Materials

**Homework:** Finalize Brand Style Guide, Identity System, Ephemera Mock-Ups

**Reading:**

Monday

**Project 1 DUE, critique**

**Lecture:** The Annual Report

**Discussion:** Project Two, Annual Report

**Exercise:**

**Homework:** gather 5 well designed annual reports

**Reading:**

Wednesday

**Lecture:** Long-format Design in Brand, Long-Format Design Planning & Process

**Discussion:** printing with blurb or printing locally

**Exercise:** Review Annual Report Design & Structure

**Homework:** Annual Report Planning, develop punch list of all necessary content, begin gathering story content

**Reading:**
Monday

Lecture: Content Planning
Discussion:
Exercise: Annual Report Planning - create your dummy mockup, gather all story content, create outline & page-by-page thumbnails
Homework: Complete dummy mockup and outline
Reading:

Wednesday

Lecture: revisiting Anatomy & Structure: points of entry, grids, headlines, subheads, data layout etc.
Discussion: InDesign Demo of Paragraph Styles and building an Annual Report
Exercise: Create 3 distinct styles for running foot/headers, folio line styles, titles, subtitles & body copy, paragraph styles, storyboard your photo/illustration ideas
Homework: Submit grids (3) for review collect all assets: images and copy text
Reading:

---

Spring Break

---

Monday

Nothing Due
Lecture:
Discussion:
Exercise:
Homework:
Reading:

Wednesday

Nothing Due
Lecture:
Discussion:
Exercise:
Homework:
Reading:

---

Monday

Assets Package Due
Lecture: Art, Layout, & Cover Design
Discussion: cover design brain dump
Exercise: Begin roughs of page layout for cover
Homework: Design cover layout
Reading: Munari, Design as Art

Wednesday

Lecture: Sourcing Art, Image Making, Cover Design
Discussion: TOC, 6 interior Pages, Data Page Layout, Cover Layout
Exercise: Cover Design Review (small groups)
Homework: Finalize cover layout
Reading:
**Monday**

**Annual Report Cover Due**
Lecture: revisiting Master Pages and stylesheets, Table of Contents Design

Discussion:

Exercise: TOC in class exercise using grid

Homework: design TOC pages | Organize your files, create master pages, paragraph and character styles that embody the final design choices.

Reading:

---

**Wednesday**

**Table of Contents Due**
Lecture: Infographics Design

Discussion: How to interpret information

Exercise: infographic redesign (small groups)

Homework: Design Annual Report infographics

Reading:

---

**Monday**

Lecture: Interior Brand Pages

Discussion: brain dump of interior brand pages

Exercise: Infographics checkin with Professor | Flow test into your layout, create different sections, paginate the book, assign master pages, deal with local formatting issues, create part and chapter breaks, and add graphics, charts, tables, photographs, sidebars and other non-text elements.

Homework: Finalize interior spreads

Reading:

---

**Wednesday**

**Annual Report Infographics Due**
Lecture: Page Composition & Pacing

Discussion: Editing for pacing, Editing for hierarchy

Exercise: pacing and style check; print draft of annual report pages

Homework: edit & finalize annual report; Check your work, adjust the page length, kill widows and orphans, drop in last-minute items like the copyright page and index, check font usage and graphic links, and finally, create the files you’ll need for printing.

Reading:

---

**Monday**

**Annual Report Due & Critique**
Lecture: Utilizing Brand Elements in Websites, Website Success Strategy

Discussion: Follow the workflow

Exercise: Site Structure Sitemap & Planning, Wordpress & SEO, Keyword Development, Site Goals, Content Layout Strategy/Roadmap

Homework: Wordpress Tutorials, Hosting Tutorials (MUST DO) Complete Roadmap/Sitemap

Reading:

---

**Wednesday**

Lecture: Wordpress, Getting Started, Understanding & Picking Wordpress Themes, Features + Functions, Hosting, Installing Setup

Discussion: Sitemap & Website Content Organization

Exercise: Wordpress Demo & theme research

Homework: Pick your Wordpress theme, Complete Roadmap/Sitemap, purchase hosting plan + setup

Reading:
<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
</table>
| **Sitemap Due** <br>Lecture: Preparing Content, Photo, Image, & Video Guidelines, Tagline Writing <br>Discussion: Asset Creation & Development <br>Exercise: Content Planning & Asset Creation <br>Homework: Content Planning: Home, About, Services, Portfolio, Products, Contact, 404 error page  
Reading: | **Lecture:** Wordpress Workspace, Plugins, Page Builders, Page Type Options, Navigation <br>**Discussion:** how to build a wordpress page from start to finish with plugin Elementor <br>**Exercise:** Arranging Blocks, Page Building, Banner Images, Footer Navigation, Blogging, Premium Features <br>**Homework:** Build Home Page <br>**Reading:** |

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets Package Due</strong> &lt;br&gt;Lecture: Advanced Web Design Practices: Blocks (highlight effects, text scaling, removing hyphenation) Gallery Block Hacks (“moving” images, “moving” logo social proof sections; Index sections and background banners (“overlapping content” between section, unaligned banners with navigation, shapes/arrows to background, 2 speed parallax scrolling &lt;br&gt;Discussion: home page draft review &amp; critique &lt;br&gt;Exercise: Build Website &lt;br&gt;Homework: Build About and Contact pages &lt;br&gt;Reading:</td>
<td><strong>Lecture:</strong> Summary Blocks, ‘jump-to’ anchor links + ‘back to top’ links; &lt;br&gt;<strong>Discussion:</strong> about and contact page review &lt;br&gt;<strong>Exercise:</strong> Build Website &amp; Population &lt;br&gt;<strong>Homework:</strong> Build Product Pages &lt;br&gt;<strong>Reading:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
</tr>
</thead>
</table>
| **Lecture:** SEO Optimization Techniques, Social Media Integration, Favicon  
Discussion: <br>Exercise: Build Website <br>Homework: Build remaining pages <br>Reading: | **SEO Checklist Due** <br>Lecture: Mobile & Tablet Optimization <br>Discussion: <br>**Exercise:** Pre-Launch Site Audit & Checklist <br>**Homework:** Final Website Execution <br>**Reading:** |
Monday

Final Website Execution Due & Critique
Lecture: Email Blasts
Discussion: Email Blasts Brain Dump
Exercise: Design Mailchimp Email Blast
Homework: Finalize Mailchimp Email Blast
Reading:

Wednesday

Email Blast Due
Lecture: Organizing Final Pitch Deck
Discussion:
Exercise: Prepare Presentation
Homework: Edit, Refine, & Finalize Pitch Materials
Reading:

Final Pitch Due & Critique
Lecture:
Discussion:
Exercise:
Homework:
Reading:

Important Dates

Hey, remember these.
April 10: Last day to drop a class
April 16: Last day to apply for Spring graduation
May 5: Last day to withdraw from University
May 7: Reading Day
May 15-18: Grading days
May 16: Spring Commencement
May 19: Spring grades due