



PLNU Art + Design / Art 333: Graphic Design III / 3 units / Spring 2016

Monday/Wednesday 11 p.m.-1:20 p.m. / Ryan Learning Center Computer, Mac Lab / Courtney Mayer /  
Office Phone: 619.849.7328 / Email: courtneymayer@pointloma.edu / Office: Salomon Theatre, Room 101 /  
Office Hours: By Appointment / Prerequisites: ART 103, ART 115, ART 203, ART 303

**FINAL May 2 / 10:30am-1pm**

**PLNU MISSION: TO TEACH. TO SHAPE. TO SEND.**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## Art 333 Graphic Design III, Production and Practice

This course investigates the strategies for designing a brand identity program across media (print, screen-based and built environment). Students will use a comprehensive design process including research, analysis, business strategy, and organization to create a large-scale brand identity program for a business (brand or rebrand). The course culminates in an oral presentation of design outcomes in the form of an standards manual. All aspects of brand and identity design's concept to final production are addressed in a semester long project.

### COURSE LEARNING OUTCOMES

- > Practice the **process of design**:
  1. Identify and define the design problem
  2. Gather, analyze and synthesize information
  3. Determine performance criteria for measuring success
  4. Develop content and context
  5. Generate alternative solutions and build prototypes
  6. Evaluate and select appropriate solutions
  7. Implement choices
  8. Evaluate outcomes
- > Develop **project evaluation criteria** by using the provided creative brief to guide all projects
- > Understand **design contexts**: cognitive, social, cultural, technological and economic
- > Respond to **audience contexts**: physical, cognitive, cultural and social factors that shape design decisions
- > Experiment with **visual principles, formal structures and media**
- > Demonstrate **highly developed use of typography, image and message**
- > Practice advanced level **visual problem solving and critical thinking**
- > Develop advanced level **research and ideation skills**
- > Design **rich visual experiences with meaningful messages**
- > Constructively **critique and evaluate** your work and the work of others
- > Develop and apply **technical skills** through the **use of tools and technology**
- > Learn to be **flexible, nimble and dynamic** in practice using organizational skills and meeting deadlines
- > Develop design with an understanding of **unified visual systems**
- > Be mindful of sustainable products, strategies and practices
- > **Collaborate productively in teams**
- > Practice **interpersonal skills showing kindness and caring for one another and for the work that you do**

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#### COURSE CONTENT

- > **Required readings:** *Designing Brand Identity*, 4th edition, Alina Wheeler and additional supplements
- > **Lectures, discussions, critiques, process, business strategy, prepress, technology**
- > **Studio projects**
- > **Collaborate in interdisciplinary teams**

#### COURSE MATERIALS

- > Mac computer
- > Access to Adobe Creative Suite: Illustrator, Photoshop and InDesign
- > Access to a wide variety of mixed-media and art supplies appropriate for your projects
- > 3M Spraymount
- > X-Acto knife
- > Tracing paper
- > Dual-grid graph notebook 11" x 9"
- > Computer lab printouts of various sizes
- > Process book: 3-ring binder of your choice **(KEEP ALL COURSE MATERIAL and project research and development)**

#### BRANDING OR REBRANDING OPPORTUNITIES

- > Restaurant
- > Hotel
- > Museum
- > Product: toy, other
- > Event

## Spring 2016 Schedule and Assignments

Weeks 1-5	<b>Part I: Primary Identity Elements /</b> including creative brief > research > mood board > key attributes > brand platform (11" x 17" print) and PDF + <b>3 written summaries from reading</b>
Weeks 6-11	<b>Part II: Implementing the Logo / selected identity applications</b> (12" x 24" print and mount on foam core) and PDF
Weeks 12-16	<b>Part III: Brand Manual</b> (7.5" x 10.5" PDF)
Week 16	<b>Part IV: Oral Presentation</b>

## Schedule and Assignments

### BRAND IDENTITY PROGRAM:

**Part I: Primary Identity Elements / Process book** including creative brief > brand platform > research > key attributes > mood board

**Due Wednesday, February 15, 1:30 p.m.**

- Logo
- Logotype
- Signature
- Typography
- Color Palette
- Supporting visual language (illustrative or photographic)

### Brand Basics

#### WEEK 1

**1/12 T** Read *Designing Brand Identity*, Alina Wheeler, pgs. 1-103 (**Basics**) and **write** a 1 page summary of the major points for class discussion. **Due 1/20** Choose a business to brand or rebrand. Choose a branding or rebranding opportunity:

**1/13 W** Begin: creative brief > research > gather any and all information that will build context > mood board

#### WEEK 2

**1/18 M** **Martin Luther King Day (No class)**

**1/20 W** **Discuss Basics** reading, pgs. 1-103

**Begin Design Process.** Based on your creative brief > research > mood board > key attributes > brand platform produce: 1. mind map 2. visual studies with big ideas 3. typeface/font(s) studies 4. colors studies. Place all research, course materials and studies in your process book.

**Homework:** Read *Designing Brand Identity*, Alina Wheeler, pgs. 104-210 (**Process**) and **write** a 1 page summary of the major points for class discussion. **Due 1/27**

#### WEEK 3

**1/25 M** **Develop** logo studies (minimum of 24), logotype, signature studies, typography, color palette and place into a provided template

**1/27 W** **Discuss Process** reading, pgs. 104-210

**Develop** logo studies (minimum of 24), logotype, signature studies, typography, color palette and place into a provided template

**Homework:** Read *Designing Brand Identity*, Alina Wheeler, pgs. 212-312 (**Best Practices**) and **write** a 1 paragraph summarizing your favorite brand, discuss it's excellent qualities, class discussion. **Due 2/3**

#### WEEK 4

**2/1 M** **Ph. I Critique** logo studies (minimum of 24), logotype, signature studies, typography, color palette and place into a provided template

**Refine** logo (top 3), logotype, signature studies, typography, color palette and place into a provided template

**2/3 W** **Discuss Best Practices** reading, pgs. 212-312

**Refine** logo (top of 3), logotype, signature studies, typography, color palette and place into a provided template

#### WEEK 5

**2/8 M** **Ph. II Critique** logo studies (top 3)

**Refine** top logo idea

**2/10 W** **Refine** top logo idea **Primary identity elements (11" x 17" poster template + PDF)(100 .), process book, creative brief. Due: 2/15 for critique**

## Schedule and Assignments

### BRAND IDENTITY PROGRAM:

Part II: Implementing the logo | Due: **Wednesday, March 30, 1:30 p.m.**

**Business Stationery:** business cards, letterhead, second sheet, #10 envelope

**Environmental Signage:** exterior sign, subway/bus installation

**Ephemera:** bag, packaging, shirt, menu, coasters, napkins, cups, pens, mouse pad, other, etc. (**Choose 4**)

**Other:** publication cover, print or web advertisement, vehicle (**Choose 1**)

**Web:** Homepage

### WEEK 6

**2/15 M** Ph. III Critique **Primary identity elements (11" x 17" poster + PDF)**

[Design business stationery](#)

**2/17 W** Refine business stationery

### WEEK 7

**2/22 M** Refine business stationery

**2/24 W** Critique business stationery

[Design packaging and ephemera](#)

### WEEK 8

**2/29 M** Refine packaging and ephemera

**3/2 W** Refine packaging and ephemera

### SPRING BREAK

### WEEK 9

**3/14 M** Critique packaging and ephemera

[Design environmental signage](#)

**3/16 W** Refine environmental signage

### WEEK 10

**3/21 M** Critique environmental signage

[Design website homepage](#)

**3/23 W** Refine website homepage

Refine website homepage

### WEEK 11

**3/28 M** **Easter Break**

**3/30 W** Use template: **Selected identity applications**

**Critique. Due: Selected identity applications (12" x 24" poster and PDF)**

## Schedule and Assignments

### BRAND IDENTITY PROGRAM:

Part III: Brand Manual | Due: finals week, Monday, May 4, 10:30 a.m.

Brand Manual (as appropriate for your organizations need)

a. **INTRODUCTION**

- Message from CEO or Director (Reason to use this manual)
- Our Mission and Values
- Our brand (this means who we are and what we stand for)

b. **PRIMARY IDENTITY ELEMENTS**

- Logo, logotype, signature
- Tagline
- Incorrect usage of signature
- Typography
- Color palette (RGB, CMYK and spot color)
- Photography/illustrative library
- Signature staging requirements (shows clear space around signature)
- Sizing (show minimum size)

c. **SELECTED IDENTITY APPLICATIONS**

- Business Stationary:** business cards, letterhead, second sheet, #10 envelope (must show with and without grids)
- Environmental Signage:** exterior sign, subway/bus installation
- Ephemera:** bag, packaging, shirt, menu, coasters, napkins, cups, pens, mouse pad, other, etc. (**Choose 4**)
- Other:** publication cover, print or web advertisement, vehicle (**Choose 1**)
- Web:** Homepage

d. **CONTACT INFORMATION:** Whom to contact with questions

### WEEK 12

4/4 M Discuss Brand Manual. Begin masterpages, style sheets, grid using InDesign  
Begin pages (a. Introduction)

4/6 W Brand Manual. Begin masterpages, style sheets, grid using InDesign  
Begin pages (a. Introduction)

### WEEK 13

4/11 M Critique (a. Introduction)  
Begin pages (b. Primary Identity Elements)

4/13 W (b. Primary Identity Elements)

### WEEK 14

4/18 M Critique (b. Primary Identity Elements)  
Begin pages (c. Selected Identity Applications + d. Additional Information)

4/20 W (c. Selected Identity Applications + d. Contact Information)

### WEEK 15

4/25 M (c. Selected Identity Applications + d. Additional Information)

4/27 W Critique (c. Selected Identity Applications + d. Contact Information)

Part IV: Oral Presentation | Due: Monday, May 2, 10:30 a.m.

### WEEK 16

5/2 M Final: Ph. IV Oral Presentation PDF Brand Manual | 10:30-1pm Due: PDF Brand Manual (7.5" x 10.5")  
process book: All course materials, research and development

## Assessment and Grading

Assessment and grading is based on the 6 criteria below. Grades for will be averaged over the course of the semester.

1. **Conceptual ideas and originality:** smart, appropriate, unexpected or surprising...
2. **Design and layout quality:** use of elements and formal design principles of design
3. **Content quality:** writing, photography or illustration
4. **Context:** design solution appropriate for audience and needs—cognitive, social, cultural, technological and economic
5. **Technical execution and craft:** excellence and care for every detail
6. **Professionalism:** organizational skills, coming to class on time and prepared with everything you need, taking personal responsibility, meeting deadlines, independently motivated, independent thinker, attendance, good attitude, strong work ethic, care of your work and each other, and active class participation

### PROJECT GRADE WEIGHTS

Written Summary 1: <b>Basics</b>	25 possible points
Written Summary 2 : <b>Process</b>	25 possible points
Written Summary 3: <b>Best Practices</b>	25 possible points
Creative Brief	25 possible points
Brand Platform	100 possible points
Primary Identity Elements	200 possible points
Selected Identity Applications	200 possible points
Standards Manual	200 possible points
Process Book: research and all semester's course material graded at end of semester	200 possible points

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A	93-100%	Given to the student who consistently presents work of <b>exceptional quality</b> and who demonstrates a thorough understanding of all concepts presented. This student seeks out additional information independently, is always on time, never misses class, and always participates actively during critique and class discussions.
A-	92-90%	

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B+	87-89%	Given to the student who presents work of overall <b>good quality</b> which demonstrates a consistent understanding of all concepts. This student is always on time, rarely misses class and usually participates actively during critiques.
B	83-86%	
B-	80-82%	

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C+	77-79%	Given to the student who presents work with <b>average quality</b> , demonstrates the minimum amount of research needed to complete projects. This student has an inconsistent understanding of the concepts being presented, is usually on time, has occasionally missed class and occasionally participates during critiques.
C	73-76%	
C-	70-72%	

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D+	67-69%	Given to the student who presents work of <b>poor quality</b> , where projects are incomplete or missing. This student does not understand the majority of concepts being presented, is rarely on time, misses class frequently, and
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## Creative Brief

### Information

Designer Name

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Project Name

Date

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### Building a Brand Strategy

1. **Goals/Objective:** What are the marketing goals and objectives?
2. **Purpose:** Describe the purpose of the business?
3. **Mission:** What is the client's mission?
4. **Values:** What are the client's core values?
5. **Attributes** (These are the essence of the brand): Name 5-6 key attributes of the business and make lists of associative words for each key attribute.
6. **Culture/Personality/Tone/Spirit:** What is the culture, style and manner of the business?
7. **Brand Promise:** What promises does the business make?
8. **Competition:** Who is the competition?
9. **Differentiation:** How is the business different from it's competition?
10. **Positioning:** How will your positioning align with audience needs and differentiate from the competition?
11. **Trends:** Are there any trends that would affect positioning?
10. **Audience:** Who is the business trying to attract? What is the demographic?
11. **Perception:** How does the business's target audience currently view the brand?
12. **What is the desired perception:** How does the business want the audience to view the brand?
13. **Response:** What response does the business want the audience to take away with them?
14. **What is your big idea, unifying concept, and key messages?**

## PLNU Policies

### ATTENDANCE

Consistent attendance is critical to your success. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send me an email prior to our class meeting. Due to the intensity of the course daily attendance is essential. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of the de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade W or WF consistent with university policy in the grading section of the catalog. See Academic Policies in the undergraduate student catalog.

### LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due. If you need special consideration please submit a written request. I reserve the right to modify the schedule as necessary.

### ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See Academic Policies for further information.

### ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergraduate student catalog.

### FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

### FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. No requests for early examinations or alternative days will be approved.

### USE OF TECHNOLOGY

I encourage all personal media devices for "learning." Please be respectful and professional by abstaining from media use during class time if it is unrelated to the course.

### COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.





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## Project Evaluation

### Your Information

Designer Name

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Project Name

Date

.....

### Designer Evaluation

- › How effective were you in using the **design process from concept to completion on a scale of 1-10?** Please describe what you learned or discovered.

## Grade Sheet

Designer Name

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Project Name

Date

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Points (100 possible)

Grade

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### Process Book: 10 . Thumbnails, research, conceptual development, ideation

- 9-10 Outstanding achievement
- 7-8 Praiseworthy
- 5-6 Average
- 3-4 Minimally passing
- 1-2 Failing

### Design + Layout: 35 .

- 29-35 Outstanding achievement
- 22-28 Praiseworthy
- 15-21 Average
- 8-14 Minimally passing
- 1-7 Failing

### Concept: 35 .

- 29-35 Outstanding achievement
- 22-28 Praiseworthy
- 15-21 Average
- 8-14 Minimally passing
- 1-7 Failing

### Craft: 10 .

- 9-10 Outstanding achievement
- 7-8 Praiseworthy
- 5-6 Average
- 3-4 Minimally passing
- 1-2 Failing

### Professionalism: 10 . Attitude, attendance, class participation, prepared for each class

- 9-10 Outstanding achievement
- 7-8 Praiseworthy
- 5-6 Average
- 3-4 Minimally passing
- 1-2 Failing