

PLNU Art + Design / Art 333: Graphic Design III / 3 units / Spring 2018

Monday/Wednesday 7:30am-9:45am / Ryan Learning Center, Mac Lab, room 303 / Courtney Mayer /
Office Phone: 619.849.7328 / Email: courtneymayer@pointloma.edu / Office: Salomon Theatre, Room 101 /
Office hours: M, W 11-1 or by appointment / Prerequisites: ART 103, ART 115, ART 203, ART 303

FINAL Monday, April 30 / 7:30am-10am

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: Branding and Identity Programs

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 a 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 **Professionalism**: interpersonal skills showing kindness and caring for one another and for the work that you do; Take personal responsibility for your success; Practice healthy habits of working

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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
- > 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

- > Ortiz's Taco Shop
- > Tommy's Taco Shop
- > Laundromat
- > Stumps
- > Hair Salon
- > Donut Shop
- > Other

Schedule and Assignments

Weeks 1-8 **Part I: Primary Identity Elements** / including design brief > research > mood board > key attributes > brand platform (11" x 17" print) and PDF + **3 written summaries from reading**

Weeks 8-10 **Part II: Implementing the Logo / selected identity applications**
(12" x 24" print and mount on foam core) and PDF

Weeks 11-16 **Part III: Brand Manual** (7.5" x 10" PDF)

Week 16 **Part IV: Oral Presentation**

Schedule and Assignments

BRAND IDENTITY PROGRAM

Part I: Primary Identity Elements / Design Brief with key attributes and associative words > brand platform > Mood Board: company culture, audience, tone/spirit/inspiration, messaging, distinctions, competition, trends > mind mapping to help form your ideas

(Weeks 1-8) Due: **Wednesday, February 28, 11am, Final Critique**

- Logo
- Logotype
- Signature
- Typography
- Color Palette
- Supporting visual language (illustrative or photographic)
- Supporting messaging (tagline and other)
- Testing in Business Stationery Layouts

Brand Basics

WEEK 1

T 1/9 Read *Designing Brand Identity*, Alina Wheeler, pgs. 1-103 (**Basics**) and write a 1 page list of 25 things you want to remember for professional life on Canvas for class discussion. Choose a branding or rebranding opportunity
Discussion and due date of written assignment 1/17

W 1/10 Begin **Design Process**: Research > Design Brief with key attributes and associative words > brand platform > Mood Board: (company culture, audience, tone/spirit/inspiration, messaging, distinctions, competition, trends > mind mapping to help form your ideas

WEEK 2

M 1/15 Martin Luther King Holiday. No class.

W 1/17 Discuss *Designing Brand Identity*, Alina Wheeler, pgs. 1-103 (**Basics**)
Discuss **Design Process**: Research > Design Brief with key attributes and associative words > brand platform > Mood Board: (company culture, audience, tone/spirit/inspiration, messaging, distinctions, competition, trends > mind mapping to help form your ideas

Homework: Read *Designing Brand Identity*, Alina Wheeler, pgs. 104-210 (**Process**) and write a 1 page list of 25 things you want to remember for professional life on Canvas for class discussion. visual studies with big ideas > typeface/font(s) studies > colors studies. Place all research, course materials and studies in your process book.

Due Monday 1/22

Process

WEEK 3

M 1/22 Discuss *Designing Brand Identity*, Alina Wheeler, pgs. 104-210 (**Process**)

Begin developing 3 rough creative directions (that means 3 completely different ideas) (pencil)

W 1/24 **Work on** rough pencil logo studies (minimum of 12. That means 3 different ideas with 4 variations for each idea), logotype, signature studies, typography, color palette and place into a provided template **Due M 1/29**

WEEK 4

M 1/29 **Review and iterate** rough pencil logo studies (minimum of 12. That means 3 different ideas with 4 variations for each idea), logotype, signature studies, typography, color palette and place into a provided template

W 1/31 **Refine** logo studies (minimum of 12. That means 3 different ideas with 4 variations for each idea), logotype, signature studies, typography, color palette and place into a provided template **Due Monday 2/5**

PLNU Art + Design / Art 333: Graphic Design III / 3 units / Spring 2018

WEEK 5

M 2/5 **Part I: Ph. I Critique.** Refined pencil logo studies (minimum of 12. That means 3 different ideas with 4 variations for each idea), logotype, signature studies, typography, color palette and place into a provided template

Refine top logo ideas using computer and software.

W 2/7 Refine top logo ideas using computer and software.

WEEK 6

M 2/12 **Part I: Ph. II Critique** Refine top logo idea with tight digital logo studies of your best idea (with variations), logotype, signature studies, typography, color palette and place into a provided template. Can test in business stationery.

W 2/14 Start business stationery: test best signatures on business cards, letterhead, second sheet, #10 envelope using various grid systems and type that supports meaning, hierarchy and style.

WEEK 7

M 2/19 Review business stationery: test best signatures on business cards, letterhead, second sheet, #10 envelope using various grid systems and type that supports meaning, hierarchy and style.

Homework: Read *Designing Brand Identity*, Alina Wheeler, pgs. 212-312 (**Best Practices**) and write a 1 paragraph summarizing your favorite brand, discuss it's outstanding qualities for class discussion. **Due 10/16**

W 2/21 business stationery

WEEK 8

M 2/26 **Part I: Ph. III and items due: Primary Identity Elements (11" x 17" poster + PDF**

Research > Design Brief with key attributes and associative words > brand platform > Mood Board: (company, audience, tone/spirit/inspiration, messaging, distinctions, competition, trends > mind mapping, process book.

BRAND IDENTITY PROGRAM

Part II: Implementing the Brand Identity | (Weeks 8-10) Final Critique and Due: **Monday, November 6, 1:30-3:50 p.m.**

Selected Identity Applications (using real comps and LiveSurface)

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.

Other: publication cover, print or web advertisement, vehicle

Digital: Web/social media/app

WEEK 8

W 2/28 Refine business stationery **Critique** 100% scale fully comped and excellently crafted business stationery

WEEK 9

M 3/12 Selected Identity Applications **Critique** 100% scale fully comped and excellently crafted business stationery and identity applications

W 3/14 Refine

WEEK 10

M 3/19 Selected Identity Applications **Critique** 100% scale fully comped and excellently crafted business stationery and identity applications

W 3/21 Selected identity applications Refine

WEEK 11

M 3/26 Selected identity applications Refine **Critique** 100% scale fully comped and excellently crafted business stationery and identity applications

W 3/28 Use indd. template: Selected identity applications

BRAND IDENTITY PROGRAM

Part III: Brand Manual (Weeks 11-16) Final Critique and Due: **Friday, May 4, 10:30am-1pm**

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

W 11/22 EASTER BREAK

M 4/4 Critique. Due: **Selected Identity Applications (12" x 24" poster and PDF)**

Discuss Brand Manual. Begin masterpages, style sheets, grid using InDesign
Begin pages [\(a. Introduction\)](#)

WEEK 13

W 4/9 Brand Manual. Begin masterpages, style sheets, grid using InDesign

Begin pages [\(a. Introduction\)](#)

M 4/11 Critique (a. Introduction)

Begin pages [\(b. Primary Identity Elements\)](#)

WEEK 14

M 4/16 Critique (b. Primary Identity Elements)

Begin pages [\(c. Selected Identity Applications + d. Additional Information\)](#)

W 4/18 (c. Selected Identity Applications + d. Contact Information)

WEEK 15

M 4/23 (c. Selected Identity Applications + d. Additional Information)

W 4/25 Critique (c. Selected Identity Applications + d. Contact Information)

WEEK 16

M 4/30 Final: Ph. IV Oral Presentation PDF Brand Manual | 10:30am-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	1000+ TOTAL		
Written Summary 1: Basics	25 points	Primary Identity Elements	200 points
Written Summary 2 : Process	25 points	Selected Identity Applications	200 points
Written Summary 3: Best Practices	25 points	Brand Manual	200 points
End Semester IDEA Evaluation	50 points	Professionalism	100 points
Design Brief	25 points	Process Book: all materials	100 points
Brand Platform	25 points	Danny Yount extra credit	25 points
Mood Board	25 points		

A 93-100% Given to the student who consistently presents work of **exceptional quality** 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%

B+ 87-89% Given to the student who presents work of overall **good quality** 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%

C+ 77-79% Given to the student who presents work with **average quality**, 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%

D+ 67-69% Given to the student who presents work of **poor quality**, 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 rarely participates during critiques.

D 63-66%

D- 60-62%

F 0-59% Failing

Design Brief

Information

Designer Name

.....

Project Name

Date

.....

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 DISHONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as ones own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. 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." See Academic Policies in the undergraduate catalog.

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

Final portfolios are due for grading Friday, April 29.

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. Food is not permitted in the Mac Lab.

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.