

**ART 3033 : GRAPHIC
DESIGN III: BRANDING &
IDENTITY PROGRAMS**

UNITS: 3

WENDY BELT

MON / WED

8:40-9:45AM

(BREAK FOR CHAPEL)

10:30AM-12PM

FALL 2019

EMAIL
WBELT@POINTLOMA.EDU

ART & DESIGN DEPT.
(619) 849-2396

FINAL EXAM
**WEDNESDAY, DEC. 18
10:30AM - 1PM**

Attendance at and for
the duration of the final
is **mandatory** and
is required to pass
the class.

OFFICE HOURS
As needed I will make
myself available to meet
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MID-TERM GRADES
10_29/30_2019

LAST DAY TO DROP
11_8_2019

ART 3033 _ SYLLABUS

COURSE DESCRIPTION

"An investigation of the strategies for designing a brand identity program across media. Students will use a comprehensive design process including research analysis, development, and organization to create a large-scale brand identity program. All aspects of context, content, design, production, and best practices are addressed in a semester-long project." [FROM CATALOG]

COURSE LEARNING OUTCOMES

- Practice the **process of design**:
 1. Identify and define the design problem
 2. Gather, analyze and synthesize information
 3. Determine analytics 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**
- 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 **developed use** of **typography, image and message**
- Practice **visual problem solving** and **critical thinking**
- Develop **research** and **ideation skills**
- 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
- Practice **interpersonal skills showing kindness and caring for one another and for the work that you do**

"BRAND IS NOT WHAT YOU SAY IT IS. IT'S WHAT THEY SAY IT IS."

- MARTY NEUMEIER -

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COURSE FORMAT

PRIMARY PROJECT (885 PTS)

The course will be broken down into three parts. Each part of the class will include presentations, assignments and critiques as indicated on the Assessment & Grading document.

PART ONE: Primary Identity Elements

- 1A The Creative Brief
- 1B Research + Mood Board
- 1C Brand Platform / Strategy
- 1D Identity Design Development (3 parts)

PART TWO: Development + Implementation

- 2A Visual Vocabulary Development
- 2B Consumer Experience + Applications
Applications include: print, packaging/
ephemera, digital and environmental

PART THREE: Asset Management

- 3A Spirit Book
- 3B Brand Manual

The final critique of the class will consist of an oral presentation of your final Brand Identity and strategy via the Spirit Book / Brand Manual.

REQUIRED READINGS (75 PTS)

We have one required text for this class.

Designing Brand Identity,
5th edition, by Alina Wheeler

You will be responsible for reading this text, and completing corresponding assignments as indicated on the Assessment & Grading document.

COURSE MATERIALS

- Computer
- Access to Adobe Creative Suite: Illustrator, Photoshop and InDesign
- Process book: 3-ring binder of your choice or other means to bind (KEEP ALL COURSE MATERIAL, project research, and development)
- Computer lab printouts of various sizes
- sketchbook or device for sketching

PROCESS BOOK (100 PTS)

As you work through the class, all material needs to be gathered and organized in a thoughtful manner in a process book. This may take the form of a three-ring binder, or you may choose to gather materials loosely and coil bind an 11x17 book.

You must include the following items in your process book:

- Creative Brief
- All Research
- Research Audit Summary
- Mood Board
- Brand Platform / Strategy
- All Sketches
- 3 Refined IDs (at least)
- Final ID
- Visual Vocabulary Development
- Consumer Experience Diagram
- Application Development (all)
- Final Applications
- Mind Map (from reading, parts 1 & 2)
- One Page Written Response to reading

You may find that you also need:

- Access to a wide variety of mixed-media and art supplies appropriate for your projects
- 3M Spray mount
- X-Acto knife(s)
- Tracing paper
- Dual-grid graph notebook 11" x 9"

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ASSESSMENT & GRADING

Assessment and grading is based on the 6 criteria below.

- Conceptual ideas** and **originality**: smart, appropriate, unexpected or surprising...
- Design** and **layout quality**: use of elements and formal design principles
- Content quality**: writing, photography or illustration
- Context**: appropriate for audience and their needs (cognitive, social, cultural, technological and economic)
- Technical execution** and **craft**: excellence and care for every detail
- 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

PROJECTS

ASSIGNMENT + DUE DATE	FORMAT	POINTS
1A - CREATIVE BRIEF 9/11	Presentation/Discussion	35
1B - RESEARCH + MOOD BOARD 9/18	One-on-One Review	50
1C - BRAND PLATFORM/STRATEGY 9/25	Class Presentation / Hand in PDF	50
1D - ID DEVELOPMENT - PART 1 (sketches) 10/2	Critique	50
1D - ID DEVELOPMENT - PART 2 (refinement) 10/9	Critique	50
1D - ID DEVELOPMENT - PART 3 (final) 10/16	Critique	100
2A - VISUAL VOCABULARY DEVELOPMENT 10/23	Presentation/Discussion	50
2B - CONSUMER EXPERIENCE + APP LIST 10/23	One-on-One Review	20
2B - APPLICATIONS (PRINT) 11/6	Critique	70
2B - APPLICATIONS (PACKAGING/EPHEMERA) 11/6	Critique	70
2B - APPLICATIONS (DIGITAL) 11/20	Critique	70
2B - APPLICATIONS (ENVIRONMENTAL) 11/20	Critique	70
3A - SPIRIT BOOK 12/18	Hand in PDF + Print Version + Critique	50
3B - BRAND MANUAL 12/18	Hand in PDF + Print Version + Critique	150

READINGS

ASSIGNMENT	POINTS
Reading Assignment 1 9/23	25
Reading Assignment 2 10/7	25
Reading Assignment 3 10/21	25

PROCESS BOOK

ASSIGNMENT	FORMAT	POINTS
COMPLETE PROCESS BOOK 12/18	Hand in at Final	100

TOTAL POINTS POSSIBLE FOR COURSE

1060

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COURSE SCHEDULE

Note: Lectures noted in pink. Assignments (critiques or one-on-one presentations) indicated in bold. Reading assignments as noted. Please assume if no lecture or critique is indicated you will be working in class and are expected to be prepared to do so. As well, in most instances, after lectures and critiques the remainder of the class period will be spent working in class. This will also be the time to request one-on-one meetings with myself.

#	DATE	
1	W SEPT 4	Introductions, syllabus review, Lecture 01A - Creative Brief
2	M SEPT 9	Critiques Lecture + What is branding? Discussion
3	W SEPT 11	1A - CREATIVE BRIEF CLASS PRESENTATION (35), Lecture 01B Part 1 - Research / Mood Board
4	M SEPT 16	Lecture 01B Part 2 - Research / Mood Board
5	W SEPT 18	1B - RESEARCH + MOOD BOARD ONE-ON-ONE REVIEW (50) Lecture 01C - Brand Platform + Strategy
6	M SEPT 23	Reading Assignment 1 DUE
7	W SEPT 25	1C - BRAND PLATFORM / STRATEGY PRESENTATIONS (50) Lecture 01D - ID Development, Lecture 01D - Case Studies
8	M SEPT 30	
9	W OCT 2	1D - ID DEVELOPMENT CRITIQUE - PART 1 (SKETCHES) (50)
10	M OCT 7	Reading Assignment 2 DUE
11	W OCT 9	1D - ID DEVELOPMENT CRITIQUE - PART 2 (REFINEMENT) (50) Lecture 02A - Visual Vocabulary
12	M OCT 14	Consumer Experience Group Work
13	W OCT 16	1D - ID DEVELOPMENT CRITIQUE - PART 3 (FINAL) (100)
14	M OCT 21	Reading Assignment 3 DUE
15	W OCT 23	2A - VISUAL VOCABULARY PRESENTATION (50) 2B - FINAL APPLICATION LIST REVIEW (ONE-ON-ONE) (20)
16	M OCT 28	Lecture 03A/B - Grids + Lecture 03A/B - Typography
17	W OCT 30	Live Surface Demo
18	M NOV 4	NO CLASS
19	W NOV 6	2B - PRINT / PACKAGING OR EPHEMERA DUE
20	M NOV 11	
21	W NOV 13	
22	M NOV 18	Lecture - Brand Manual and Spirit Book
23	W NOV 20	2B - DIGITAL / ENVIRONMENTAL APPS DUE
24	M NOV 25	
25	M DEC 2	
26	W DEC 4	
27	M DEC 9	
28	W DEC 11	
F	W DEC 18	DUE: 3A - BRAND MANUAL / SPIRIT BOOK + PROCESS BOOK

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ASSESSMENT & GRADING

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Grades are based on a total number of points accumulated during the semester, with a possible total of (approximately) **1060 pts.** Projects turned in late will receive an automatic 10% deduction. You will then have one week from the original due date to turn it in. After one week you will receive an F (0 points) for that project. On-time means that it is ready by the beginning of the class session. If you are working on something in the beginning of class then it is considered late.

GRADE	%	RATIONALE
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-	90-92	
B+	87-89	
B	83-86	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-	80-82	
C+	77-79	
C	73-76	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-	70-72	
D+	67-69	
D	63-66	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-	60-62	
F	0-59	Failing

QUESTIONS ABOUT GRADES? Please let me know throughout the course if you have questions or concerns about points given for a certain project.

ATTENDANCE

Attendance is required. You are allowed 2 unexcused absences. Each additional absence will result in a 10 pt. deduction from your final score. If you are absent, you are responsible to find out from your peers what information you missed. If you arrive more than 10 minutes after or leave more than 10 minutes prior to the scheduled session time, you are late. Three late-arrivals or early-departures equal one absence. If you are more than 30 minutes late, you are absent. If you show up to class without the required materials for that day you will be marked absent. **If you are absent on the day of a project critique, you will receive an F (0 points) for that project.**

Exceptions to the attendance policy will only be made in the event of a family emergency, illness with a doctors verification or something of an unexpected, urgent nature which is out of your control. Family vacations, weddings, work schedules, and or travel/flight schedules are not valid excuses for missing class or a final critique. Excessive absences may result in you being dropped from the course at the my discretion. (See PLNU Attendance and Participation Policy on following page.)

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. You may not use phones or headphones in class and you may not engage in any online activity unrelated to class assignments while in class.

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PLNU POLICIES

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 is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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.

**Exam Date: Wednesday, December 18, 2019
10:30am - 1pm**

PLNU 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.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. 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. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University

(PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.