BRAND IDENTITY DESIGN  ART 4420 SEC 1, FALL 2015

Tuesday, Thursday 1:30-4:15 PM Room FAV 213E
Instructor: Mike Daines
Email: mike.daines@usu.edu (inquiries EXCLUDING online critique)
Office hrs: Tues 4:15-5:00, Thurs 4:15-5:00, FAV 134 (Main Art Office)
Course Prerequisites: ART3400 (Typography), BFA Only

COURSE DETAILS

DESCRIPTION
Advanced studio course that focuses on the visual expression of a brand through a combination of lecture, studio projects, classroom critique and reading discussions. Students study the design and application of trademarks/logos, related brand strategies, positioning, and processes of research and analysis. Students complete a series of symbol design and application projects.

OUTCOMES
Students who successfully complete this course will possess a stronger understanding of the principles of integrated branding strategy, symbol/trademark design, typography as it relates to identity and comprehensive branding strategies.

OBJECTIVES
- Developing skills, competencies, and points of view needed by design professionals.
- Learning fundamental principles, generalizations, and theories as they relate to identity design and brand strategy.
- Developing creative capacities for design.

GRADING POLICY

PREPARATION 30%
Preparation points are based on being in class each week having completed the specific assigned task from the week prior. You will not receive a preparation point if your work is not part of that classroom critique. There are 15 preparation points. One point available for each (non lab) day of class.

PROJECTS 60%
The grading of projects is based on a combination of form, concept, presentation quality and evidence of a positive feedback loop. Projects are due at the beginning of class on final critique days. Late projects will be docked 1 full letter grade per day. Projects that are turned in on time may be re-worked for a higher grade. Exceptions will only be made based on extenuating circumstances (illness, injury, etc.)

PARTICIPATION 10%
Participation points are based on an ACTIVE involvement in class discussions, most specifically being a pro-active contributor in the critique of others work and having a positive attitude.

PROJECT OUTLINE

*(9/3-9/10)*
**Brand Positioning**

25 pts

*(9/8-9/22)*
**Wordmark**

75 pts

*(9/22-10/6)*
**Letterform**

75 pts

*(10/6-10/27)*
**Emblem**

100 pts

*(10/27-11/17)*
**Pictoral Mark**

100 pts

*(11/17-12/9)*
**Comprehensive Branding**

naming, logo, stationery, packaging, collateral.

150 pts

*(12/8)*
**final critique**

*(12/15)*
**turn in final projects**

* Bracketed dates reflect INTRODUCTION DATE and PROJECT DUE DATE. Project sheets will be provided in class (and posted on Canvas) with in-depth project outlines, details & due dates when project is formally presented in class.
REQUIRED MATERIALS

USB or other storage device, sketchpad, Textbook: Designing Brand Identity, 4th Edition, Wheeler

LAB FEE

$50.00 - lab software/hardware upgrades, misc. supplies.

RESOURCES


LEGAL STATEMENTS

PLAGIARISM

Plagiarism includes knowingly “representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials” (Code of Policies and Procedures for Students, Article V, Section 3A.1). The penalties for plagiarism are severe. They include “#1) warning or reprimand and #2) grade adjustment” (see: Article VI, Section 1A): Other penalties may also be imposed at the Dean’s discretion. These include probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, referral to psychological counseling, and other appropriate disciplinary actions.

AMERICANS WITH DISABILITIES & NON-DISCRIMINATION

The Americans with Disabilities act states: “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program.” If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format, large print, audio, diskette, or Braille.

INCLUSION

No student is permitted to create a threatening, intimidating, or harassing environment in this course. Classroom civility is a part of the Student Code, and infractions will be pursued through the Student Conduct Coordinator. This course will be conducted in a safe and tolerant environment, and any person who detracts from that environment will be instructed to leave without the ability to make up coursework.