

# the syllabus // sixteen weeks of identity and branding //

## COURSE DESCRIPTION

Students in this course will apply the processes and skills acquired in *Foundations for Communication Design*, *Typography 1* and *Color and Image* to produce a variety of graphic design artifacts such as visual identity development and collateral which may include, but is not limited to, brochures, stationery ensembles and/or poster design.

## PREREQUISITES

ADES 1510, ADES 2515, co-requisite: ADES 2510

## REQUIRED BOOKS

*Designing Brand Identity by Communication Arts* by Alina Wheeler, (PDF is acceptable)

## COURSE OBJECTIVES

1. Review: communication design process, creative problem solving methodologies, strategy development and iterative thinking, typography terminology, color theory, collaborative teams.
2. Introduce the concept of graphic design in practice as a career trajectory
3. Engage in expanded use of creative methodologies and conceptual thinking
4. Develop concepts for target audience identification and ethnographic study
5. Engage in identity development and brand development as it relates to business goals
6. Produce work that is strategically sound, creatively appropriate, and well designed

## COURSE STRUCTURE

This class will be extremely demanding in mental focus and commitment involving many hours of out-of-class work. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent in in-class work, lecture and demonstration.

## GRADE PERCENTAGES

Each student's final grade will be a strict average of the exercises, reviews and assignments in the given percentage:

**Exercise 1a:** Client research: Phase I—Client research process (one week)

**Exercise 1b:** Brand strategy: Phase II—Brand strategy & brief (one week)

**Assignment 1:** (including Exercise 1a, Exercise 1b): Visual Identity: Image Mark: 20%

**Assignment 2:** Stationery Design: 20%

**Assignment 3:** Brand Poster (Boutique Client): 20%

**Assignment 4:** Visual Identity: Logotype/Lettermark (Corporate Client): 20%

**Assignment 5:** Collateral Design with Logotype/Lettermark (Corporate Client) 20%

## GRADING

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy – attached), daily deadline performance and participation. All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

Communication from your professor will be disseminated either in class, UNT e-mail, or via the university's Canvas web application.

## ACCESS TO INFORMATION

Your access point for business and academic services at UNT occurs at **my.unt.edu**. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: **eagleconnect.unt.edu**

## the syllabus // continued... //

### ACADEMIC INTEGRITY

According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, concealing sources, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a "o" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your own original work of art.

### PLAGIARISM

#### Scholastic Dishonesty

UNT does not tolerate Scholastic dishonesty. Academic dishonesty could result in expulsion from the University.

Academic dishonesty includes, but is not limited to, the submission of someone else's materials as one's work. Academic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion. Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation or artwork of others. Cite your references.

Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your original work of art. This includes the use of Artificial Intelligence generated imagery of text. If there is an academic reason for generating AI imagery or narrative for any reason discuss this with your professor for approval before using these technologies in your projects.

Collusion is intentionally aiding or attempting to assist another in the act of academic dishonesty. This act includes but is not limited to providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.

According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, concealing sources, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a "O" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalties.

### ATTENDANCE POLICY

Roll will be taken at the beginning of every class. You'll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only two (2) unexcused absences will be accepted over the semester. The third (3) unexcused absence will lower your final semester grade by one letter grade, the fourth (4) by two letter grades, the fifth (5) by three letter grades and so on. A total of six (6) absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on their stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

## the syllabus // continued... //

**DISABILITY  
ACCOMMODATION**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at **disability.unt.edu**. You may also contact them by phone at 940.565.4323. If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at **unt.edu/oda**, and by visiting the ODA in Sage Hall, 167. You also may call the ODA at 940.565.4323.

**ELECTRONIC DEVICES**

Mobile phones should be put away when class begins. Laptops will only be opened for in class work. No social media, checking e-mail, or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

**EMAIL**

You must use your UNT e-mail address to communicate with professors. You may forward your UNT e-mail to a private e-mail address via your My UNT settings.

**EMERGENCIES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at **my.unt.edu**. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**FINANCIAL AID**

A student must maintain Satisfactory Academic Progress (sap) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit **financialaid.unt.edu/satisfactory-academic-progress-requirements** for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

## the syllabus // continued... //

**GRADING POLICY**

Your final grade will be based on an average of all exercises, and assignments in the given percentages, and affected by attendance (as described in the attendance policy—attached), daily deadline performance, and participation.

Assignment 1: Research/Roadmap and Visual Identity: Image Mark: 20%

Assignment 2: Stationery Design: 20%

Assignment 3: Brand Identity Boards (Boutique Client): 30%

Assignment 4: Visual Identity: Logotype/Lettermark (Corporate Client): 20%

Assignment 5: Applied Logotype/Lettermark for Corporate Client 10%

**RIGHTS & RESPONSIBILITIES**

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See [unt.edu/csrr](http://unt.edu/csrr) for further information. A core value of the University of North Texas (UNT) is to “promote a culture of diversity, respect and dignity that values individuals and people’s differences” and commits to “conduct ourselves in a respectful, courteous manner and treat people fairly and equitably”.

**RISK FACTOR**

Risk Factor: 2. – In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.”

Risk Factor for computer use: Several important risk factors for discomfort and injury need to be considered for prolonged computer use. These include awkward postures, high muscle loads, long durations of use, contact pressure on the body, and a high frequency of exertion. It has been shown that small reductions in exposure to these risk factors can significantly improve pain reduction and injury avoidance over time.

**STUDENT BEHAVIOR**

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [deanofstudents.unt.edu/conduct](http://deanofstudents.unt.edu/conduct)

**SEXUAL HARASSMENT**

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student’s ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student’s ability to participate in or benefit from the University’s educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: [https://policy.unt.edu/sites/default/files/16.005SexualHarassment\\_0.pdf](https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf)  
**Page 2, Section 4, items a,b,c,d,e,f, and g.**

## the syllabus // continued... //

**STUDENT EVALUATION OF  
INSTRUCTION**

Student Evaluation Administration Dates. Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13 and 14 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an e-mail from "UNT spot Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the e-mail in their UNT e-mail inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation e-mail that the survey has been submitted. For additional information, please visit the spot website at **www.spot.unt.edu** or e-mail **spot@unt.edu**.

**STUDENT RECORDS**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (ferpa) laws and the university's policy in accordance with those mandates at the following link: **essc.unt.edu/registrar/ferpa.html**

**SUCCEED AT UNT**

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success, go **success.unt.edu**.

**COVID-19 POLICIES AND  
PROCEDURES**

The policy in this class is to strongly request a face-covering be worn in class, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. You need to communicate with the professor before being absent so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you cannot attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any symptoms of COVID-19, please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider before coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions due to symptoms, pending or positive test results, or potential exposure.

**COMPUTERS AND  
CONNECTIVITY**

Remote instruction may become necessary without notice if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone (built into Mac Powerbooks) to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Students are required to have computer access, Web browser software, and Internet connectivity. Phones and tablets may be used as supplementary devices, but not for primary video conferences and Zoom screen-sharing. Zoom will be the classroom's video conference

## the syllabus // continued... //

software. Please be familiar beforehand with various Zoom features available to you within the Web application. Online training within Zoom is available. It is highly recommended that you have access to a high-resolution scanner for some of these assignments. Scanner functionality is generally built-in to most desktop printers. Scanning features can be accessed through Adobe Photoshop. Adobe also offers mobile applications for creating useful digital textures and brushes. You can find these in the mobile app online store that is compatible with your mobile phone platform.

### ZOOM ETIQUETTE

- Arrive a few minutes early.
- Dress appropriately for class.
- Turn your video on and engage in-class conversations.
- Stage your video area. Get off the sofa if possible.
- More light is better.
- Look into the camera. Adjust the camera to eye level.
- Test your own tech set up before class starts.
- Raise your hand and notify your professor to ask a question
- Find a quiet space, but one where you can also speak up when called upon.
- Stay muted if you're not talking.
- Don't multi-task conducting other business or academic activities during class.
- The Zoom chat is not private. Don't type things you don't want others to see.
- Please don't eat during class. Breaks will be given periodically.
- Don't conduct other private things during class.
- Stay focused and participate.
- Don't invite other people who aren't in the class.

### CHALLENGING CONTENT

The College of Visual Arts and Design is devoted to the principle of freedom of expression, artistic and otherwise, and it is not the college's practice to censor works or ideas on any of the following grounds including but not limited to; situations, actions, and language that can be personally challenging or offensive to some students. Students who might feel unduly distressed or made uncomfortable by such expressions should withdraw at the start of the term and seek another course.

### STUDENT COMPETITIONS

Having design work accepted into judged student competitions helps build credibility as a young designer. Plan to enter your student work in at least two (2) student competitions per academic year. Work with subject matter instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your resume and feature this recognized work in your portfolio.

**The Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.**