

## ADES 2520

GRAPHIC DESIGN

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

### COURSE DESCRIPTION

Students in this course will apply the processes and skills acquired in *Foundations for Communication Design, Typography 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, stationery ensembles, web sites, brochures and posters. Participation in the mid-point review is required to pass the course. Participation in the *Sophomore Mid-Point Review* is required to pass this course.

### PREREQUISITES

ADES 1540, ADES 2510, ADES 2515

### COURSE OBJECTIVES

1. Review: communication design process, creative problem solving methodologies, strategy development and iterative thinking, typography terminology, color theory, creative teams.
2. Introduce the concept of graphic design in practice as a career choice.
3. Engage in expanded use of creative methodologies for conceptual thinking.
4. Develop concepts of target audience identification and ethnographic studies.
5. Engage in strategic brand thinking as it relates to identity development and usage.
6. Produce identity collateral 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. Student must participate in the Sophomore Mid-Point Review in order to pass this course unless written notification of student's intention to change major is presented.

### GRADE PERCENTAGES

Students' final grades will be an average of the exercises, reviews and assignments in the given percentage:

Exercise 1A: Identity Development: Phase I—Client research process 5%

Exercise 1B: Identity Development: Phase I—Client brand usage/research book 5%

Assignment 1: Identity Development: Phase II—Visual Identity Development and Design 30%

Assignment 2: Identity Development: Phase III—Extended Collateral Design 30%

Assignment 3: Identity Development: Phase IV—Identity Standards Manual/Brand Book 30%

### 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.

### MID POINT REVIEW

You will be required to participate in the Sophomore Mid-Point Portfolio Review at the end of this semester as scheduled in order to pass this class. Failure to present your work for this review will result in a failing grade for the class. If you are unsuccessful through this review and not selected by the faculty for upper division design classes, you may re-take this class and go through the review one more time and re-review at that point.

You should note that it is possible to receive a passing grade for this class but not to be selected for upper division classes through this *Mid-Point Portfolio Review* process. The portfolio review is an assessment of your overall ability to continue in this program successfully and is not necessarily connected to the grades made in the classes that lead up to the review. For instance: a student who is diligent in his or her endeavors, always meets deadlines, is effective at research processes but is a poor designer may find that a passing grade of C or even a low B is possible for the class, but none-the-less, the lack of design ability will likely keep the student from advancing into junior level classes. The faculty will review and be selecting only the best work from the top candidates from all sections of 2520 and 2530. If you are not selected after the second review, you may not retake the class for the third time or review again.

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# the syllabus // continued... //

### REQUIRED BOOKS

*Designing Brand Identity* by Alina Wheeler  
*Print Magazine and Communication Arts*

### RISK FACTOR

Risk factor: 2. In level 2 courses, student 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 and fumes and repetitive stress injuries related to extended computer use.

### RIGHTS

### & RESPONSIBILITIES

As a student, you have rights and responsibilities within the academic community. See [www.unt.edu/esrr](http://www.unt.edu/esrr) for more information.

### EMERGENCIES

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until all an all clear signal is sounded. Follow your teacher's instructions and act accordingly.

### SETE

*The Student Evaluation of Teaching Effectiveness* (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class. You will be notified of the dates for the spring administration of the SETE by the university.

### AMERICAN

### DISABILITIES ACT:

"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. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

### DISABILITIES

### ACCOMMODATION

"The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. Please notify the instructor if you have a disability that requires accommodation. It is also required that you register with the UNT Office of Disability Accommodation, Student Union, Room 318. The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean's offices, Room 107. Further questions and problems on accommodation may be addressed to Associate Dean Eric Ligon, School Accommodation Liaison, Art Building, Student Advising, Room III.

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 [www.unt.edu/oda](http://www.unt.edu/oda), and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

## **ADES 2520**

**GRAPHIC DESIGN**

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

### **ATTENDANCE POLICY**

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You 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. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven 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 his/her 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.

### **ELECTRONIC DEVICES**

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email 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.

### **PROJECT DEADLINES**

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.

### **PLAGIARISM**

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

### **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.

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**GRAPHIC DESIGN**

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

**DROPPING CLASSES** .....

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 <http://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.

**CHANGES** .....

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

# *the contract // sign it! //*

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

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**NAME (PRINT)**

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**SIGNATURE**

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**DATE**

Please fill in your contact information below:

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**YOUR E-MAIL ADDRESS**

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**YOUR PERMANENT ADDRESS**

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**YOUR PHONE NUMBER**

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**YOUR CELL PHONE NUMBER**

May we include your e-mail address on the Communication Design List Serve?

**PLEASE CHECK:**     **YES**     **NO**

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?

**PLEASE CHECK:**     **YES**     **NO**

“I agree to the terms and conditions outlined in the *Permission to Use Student Work* contract.”

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**PRINT NAMESIGNATURE DATE**

And

“I agree to the terms and conditions outlined in the UNT *Legal Model Release Form* contract.”

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**PRINT NAMESIGNATURE DATE**

**ADES 2520**

**GRAPHIC DESIGN**

***waiver form** // sign it please //*

**WAIVER OF LIABILITY UNIVERSITY OF NORTH TEXAS**

**WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT**

In consideration for the expectation of publicity and acknowledgement for \_\_\_\_\_ (property) and any valuable consideration, I hereby release, waive, discharge and covenant not to sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants, agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss damage, injury including death that may be sustained by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise for the use of images of property which I own and or have full authority to license for such uses, regardless of whether said use is made in conjunction with my own name, company name, or with a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other derivative works made thought any medium. I waive any right that I may have to inspect or approve the photos or finished versions incorporating the photos, including written copy that may be used in connection therewith.

**VOLUNTARY ASSUMPTION OF RISK OF LOSS**

To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and hazards connected with the activity including, but not limited to, the risks as noted herein, and I hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or personal injury, including death, that may be sustained by me, or any loss or damage to my property, as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including court costs, and attorney's fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance to cover any personal injury or property loss to myself or property that may be sustained during publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal guardian's approval and signature has been obtained; and I execute this release for full, adequate, and complete consideration fully intending to be bound by the same.

**IN WITNESS THEREOF,** I have hereunto set my hand on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

Participant's signature (required)

\_\_\_\_\_  
**PARENT OR GUARDIAN'S SIGNATURE (IF NECESSARY)**

\_\_\_\_\_  
**WITNESS**

\_\_\_\_\_  
**WITNESS**

\_\_\_\_\_  
**WITNESS**

**ADES 2520**

**GRAPHIC DESIGN**

***permission form*** // we'd like to show off your work! //

**STUDENT WORK** .....

1. *Grant of Permission.* I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in \_\_\_\_\_ (name of course). By my signature below I hereby grant permission to (UNT) to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.
2. *Scope of Permission.* This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future (UNT) students; (2) for public display in the galleries or on the campus of the (UNT) or on the (UNT) website; (3) for promotional materials created by (UNT) in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving (UNT) three months written notice of revocation to the professor of record for this course. (UNT) will have three months from the date of my notice to stop all use in accordance with this permission.
3. *Certificate of Ownership.* I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with u.s. copyright laws.
4. *Privacy Release.* I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

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**SIGNATURE**

**DATE**

By signing the contract for this course I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

# *the schedule* // seventeen weeks of identity and branding //

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**WEEK 1: 1.13-17**

**MONDAY**

**OVERVIEW:** Assignment 1: IDENTITY DEVELOPMENT—Visual Identity Development and Design

**READ:** Part 1: Basics and Part 2: Process in *Designing Brand Identity* / come to class with 10 solid questions about your client and or the reading assignment

**ASSIGN:** Exercise 1A: IDENTITY DEVELOPMENT: PHASE 1—*client research process*

**WEDNESDAY**

*Research day, no class / you are expected to meet in your teams*

**FRIDAY**

**DUE:** Brief report/presentation for PHASE 1A—*Client Research Process* / see assignment for details

**ASSIGN:** Exercise 1B: IDENTITY DEVELOPMENT: PHASE 1—*Brand Strategy & Brief*

**LECTURE:** *Brand brief, brand essence, value proposition*

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**WEEK 2: 1.20-24**

**MONDAY**

*MLK, no class*

**WEDNESDAY**

**DUE:** Brief report/presentation for PHASE 1B—*Brand Strategy & Brief* / see assignment for details

**LECTURE:** Semiotics and brands

**IN-CLASS:** Develop word lists

**ASSIGN:** Assignment 1: IDENTITY DEVELOPMENT: *Visual Identity Development & Design*

**ASSIGN:** Review Part 2: Process from *Designing Brand Identity*

**FRIDAY**

Work in class with creative brainstorming techniques / introduce the matrix

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**WEEK 3: 1.27-31**

**MONDAY**

**DUE:** Creative brainstorming, how to use researched information/brainstorming results

**LECTURE:** Identity marks: *lettermarks, logotypes, representational symbols, non-representational symbols, combination marks*, show examples

**LECTURE:** *Representational symbol marks, non-representational symbol marks, and combination marks*

**ASSIGN:** 60 *representational symbol mark* thumbnails / explore concept, forced connection and metaphorical solutions first; ideas are more important than form at this stage

**WEDNESDAY**

**DUE:** 60 *representational symbol mark* thumbnails

**ASSIGN:** 30 *representational symbol mark* revisions

**FRIDAY**

**DUE:** 30 *representational symbol mark* revisions

**ASSIGN:** 10 *representational symbol mark* revisions



## *the schedule* // continued //

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**WEEK 4: 2.3-7**

**MONDAY**

**DUE:** 10 *representational symbol mark* revisions

**ASSIGN:** 3 *representational symbol mark* final tight pencils

**WEDNESDAY**

**DUE:** 3 *representational symbol marks* final tight pencils

**ASSIGN:** Final *representational symbol mark* revisions with color studies (swatches cut from magazines in relative proportion and placement and or palette studies in amounts)

**FRIDAY**

**DUE:** Final *representational symbol mark* tight pencil with color

**ASSIGN:** *Lettermarks & logotype typeface exploration*—10 serif, 10 sans serif, 10 alternate type styles

**ASSIGN:** Computer implementation of *representational symbol mark* color output

**ASSIGN:** 25 typographic studies for a *combination mark* using the final *representational symbol mark*

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**WEEK 5: 2.10-14**

**MONDAY**

**DUE:** 25 typographic studies (on the computer) for a *combination mark* using the final *representational symbol mark*, select the best direction

**DUE:** Computer implementation of *representational symbol mark* plotter color output, revisions as necessary

**LECTURE:** *Lettermarks & logotypes*

**ASSIGN:** *Lettermarks & logotype typeface exploration*—10 serif, 10 sans serif, 10 alternate type styles

**WEDNESDAY**

**DUE:** *Lettermarks & logotypes & typeface exploration*—10 serif, 10 sans serif, 10 alternate type styles

**ASSIGN:** 80 *lettermark* thumbnails, select the 10 most appropriate typefaces (serif, sans serif, alternative) to complete the following: 35 sans serif, 35 serif and 10 alternative / explore figure ground, de-construction, overlap, symmetrical systems & patterns, plus implied 3D / you may include imagery, but at a secondary level

**FRIDAY**

**DUE:** 80 *lettermark* thumbnails

**ASSIGN:** 30 *lettermark* revisions

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**WEEK 6: 2.17-21**

**MONDAY**

**DUE:** 30 *lettermark* revisions

**ASSIGN:** 10 *lettermark* revisions with color studies (swatches cut from magazines in relative proportion and placement and or palette studies in amounts)

**WEDNESDAY**

**DUE:** 10 creative *lettermark* revisions

**ASSIGN:** 3 *lettermark* tight pencils with color

**FRIDAY**

**DUE:** 3 *lettermark* tight pencils with color

**ASSIGN:** Final *lettermark* tight pencil with color

## *the schedule* // continued //

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**WEEK 7: 2.24-28**

**MONDAY**

**DUE:** Final *lettermark* tight pencil with color

**ASSIGN:** Computer implementation of *lettermark*

**WEDNESDAY**

**DUE:** Computer implementation of *lettermark* / revisions as necessary

**LECTURE:** *Lettermarks & logotypes*

**ASSIGN:** 50 *logotype* thumbnails

**FRIDAY**

**DUE:** 50 *logotype* thumbnails

**ASSIGN:** 25 *logotype* revisions

**LECTURE:** *Extended paper collateral system (letterhead, business card & envelope)*

**OVERVIEW:** ASSIGNMENT 2: IDENTITY DEVELOPMENT: PHASE III—*Extended Collateral Design*

**ASSIGN:** Thumbnail studies of the final *representational combination mark* on 20 sets of three basic collateral pieces at 1/4 size (letterhead: 2 1/4 x 2 3/4, envelope: 1 x 2 3/8, business card: 2 x 3 1/2, OR 3 1/2 x 2)

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**WEEK 8: 3.3-7**

**MONDAY**

**DUE:** 25 *logotype* revisions

**DUE:** Final *lettermark, representational mark and combination mark* mounted on 10 x 15" black board in color and b&w

**ASSIGN:** 8 *logotype* (5 inches) revisions with color studies

**WEDNESDAY**

**DUE:** 8 *logotype* (5 inches) revisions with color studies

**ASSIGN:** 3 *logotype* revisions with color studies

**DUE:** Thumbnail studies of the final *representational combination mark* on 20 sets of three basic collateral pieces at 1/4 size (letterhead: 2 1/4 x 2 3/4, envelope: 1 x 2 3/8, business card: 2 x 3 1/2, or 3 1/2 x 2)

**ASSIGN:** Revisions to collateral pieces

**FRIDAY**

**DUE:** 3 *logotype* revisions with color studies / select best direction

**DUE:** Revisions to collateral pieces

**ASSIGN:** Final *logotype* tight pencil (8-10 inches) with color

**OVERVIEW:** ASSIGNMENT 3: IDENTITY DEVELOPMENT: PHASE IV—*Identity Standards Manual/Brand Book*

**LECTURE:** *Brand usage/identity standards books and brand extensions/review the grid*

**ASSIGN:** 10 brand usage/identity standards book thumbnails (cover and sample spreads)

**ASSIGN:** Concepts for brand extensions

**ASSIGN:** Revisions to collateral pieces

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**WEEK 9 3.10-14 SPRING BREAK**

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## *the schedule // continued //*

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**WEEK 10 3.17-21**

**MONDAY**

**DUE:** Final *logotype* tight pencil (8-10 inches) with color / begin to implement on the computer

**DUE:** 10 brand usage/identity standards book thumbnails (cover and sample spreads) / select best 2 directions / revise

**DUE:** Concepts for brand extensions / select best directions and begin to design comps

**DUE:** Revisions to collateral pieces / select best direction / begin computer implementation

**WEDNESDAY**

**DUE:** Computer implementation of collateral pieces / revisions as necessary

**DUE:** 2 directions for brand usage/identity standards book (cover and sample spreads) / select best direction / begin to think about the layout for the entire book

**FRIDAY**

**DUE:** Computer implementation of collateral pieces / revisions as necessary

**DUE:** Final *logotype* on the computer / revise as necessary

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**WEEK 11 3.24-28**

**MONDAY**

**DUE:** Final set of all three basic collateral pieces in the ensemble at full size, computer generated in color / revise for next class

**DUE:** Final *logotype* on the computer

**ASSIGN:** Final computer generated *logotype* mounted on 10 x 15" black board / color and b&w

**WEDNESDAY**

**DUE:** Final set of all three basic collateral pieces in the ensemble at full size, computer generated in color / revise for next class

**DUE:** Final computer generated *logotype* mounted on 10 x 15" black board / color and b&w

**FRIDAY**

**DUE:** Final set of all three basic collateral pieces in the ensemble at full size, computer generated, plotter color / revise for next class

**ASSIGN:** Brand usage book half-size tight pencil of all spreads to include cover & back cover

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**WEEK 12 3.31-4.4**

**MONDAY**

**DUE:** Final set of all three basic pieces in the ensemble at full size, computer generated, plotter color, mounted on 15 x 20" black boards

**DUE:** Brand usage book half-size tight pencil of all spreads to include cover & back cover / begin to layout in InDesign / bring spreads each class for ongoing progress crits

**DUE:** Concepts for brand extensions in progress computer development

**WEDNESDAY**

**DUE:** Concepts for brand extensions in progress computer development

**DUE:** Brand usage book spreads, in the computer, in progress

**FRIDAY**

**DUE:** Concepts for brand extensions in progress computer development

**DUE:** Brand usage book spreads, in the computer, in progress

# *the schedule* // *continued* //

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**WEEK 13 4.7-11**

**MONDAY**

**DUE:** Brand usage book spreads, in the computer, in progress

**DUE:** Concepts for brand extensions in progress computer development

**WEDNESDAY**

**DUE:** Brand usage book spreads, in the computer, in progress

**DUE:** Concepts for brand extensions in progress computer development

**FRIDAY**

**DUE:** Final concepts for brand extensions, computer development: completed

**DUE:** Brand usage book spreads, in the computer, in progress

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**WEEK 14 4.14-18**

**MONDAY**

**DUE:** Brand usage book spreads, in the computer, in progress

**WEDNESDAY**

**DUE:** Brand usage book spreads, in the computer, in progress

**FRIDAY**

**DUE:** Brand usage book spreads, in the computer, in progress

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**WEEK 15 4.21-25**

**MONDAY**

**PRODUCTION:** Brand usage book, print and bind / brand extensions: print and produce

**WEDNESDAY**

**PRODUCTION:** Brand usage book, print and bind / brand extensions: print and produce

**FRIDAY**

**PRODUCTION:** Brand usage book, print and bind / brand extensions: print and produce

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**WEEK 16 4.28-5.2**

**MONDAY**

**DUE:** Final brand usage book and all brand extension projects

**WEDNESDAY**

**DUE:** All final identity marks, stationery ensemble, brand usage books and brand extensions due at Mid Point Portfolio Review. You must have your work set up by 8:00 A.M. in your assigned classroom. Pick up all portfolio and process notebooks after 5:30 P.M.

**FRIDAY**

**NO CLASS, READING DAY**

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**WEEK 17 MAY FINALS**