ADDS 2520

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

ADDS 1510, ADDS 2515, Co-requisite: ADDS 2510

REQUIRED BOOKS

Designing Brand Identity by Alina Wheeler
Print and Communication Arts Magazines

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.
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.

GRADE PERCENTAGES

Students' final grades will be a strict average of the exercises, reviews and assignments in the given percentage:
Exercise 1A: Identity Development: Phase 1—Client research process 5%
Exercise 1B: Identity Development: Phase 1—Brand usage book 5%
Assignment 1: Identity Development: Phase II—Visual Identity Development and Design 25%
Assignment 2: Identity Development: Phase III—Extended Collateral Design 20%
Assignment 3: Identity Development: Phase IV—Visual Identity Development and Design 25%
Assignment 4: Identity Development: Phase V—Extended Collateral Design 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.

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)
the syllabus // continued... //

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 and fumes, and repetitive stress injuries related to extended computer use.

American Disabilities Act:

“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. 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 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.

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 will 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.

Rights & Responsibilities:

As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.
the syllabus // continued... //

SAP
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 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.

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.

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.

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.

NAME (PRINT)

SIGNATURE

DATE

Please fill in your contact information below:

YOUR E-MAIL ADDRESS

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER

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.”

PRINT NAME SIGNATURE DATE

And

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

PRINT NAME SIGNATURE DATE
the schedule // sixteen weeks of identity and branding //

WEAK 1: 1.19-23
MONDAY
Martin Luther King Jr. Holiday, no class
WEDNESDAY
OVERVIEW: Assignment 1: Identity Development—Visual Identity Development and Design
READ: Part 1: Basics and Part 2: Process in Designing Brand Identity, and 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
FRIDAY
Research day, you are expected to meet in your teams

WEAK 2: 1.26-30
MONDAY
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
WEDNESDAY
DUE: Brief report/presentation for Phase 1B—brand strategy & brief. See assignment for details.
LECTURE: Semiotics and brands
IN-CLASS: Develop word lists
FRIDAY
Work in class with creative brainstorming techniques. Introduce the matrix.

WEAK 3: 2.2-6
MONDAY
DUE: Creative brainstorming, how to use the information/brainstorming results
LECTURE: Identity marks: lettermarks, logotypes, representative symbols, non-representative symbols, combination marks; show examples
ASSIGN: 60 representative symbol thumbnails. Explore concept, forced connection and metaphorical solutions first; ideas are more important than form at this stage.
WEDNESDAY
DUE: 60 representative symbol thumbnails.
ASSIGN: 30 representative symbol revisions.
FRIDAY
DUE: 30 representative symbol revisions.
ASSIGN: 10 representative symbol revisions.
ADES 2520
GRAPHIC DESIGN

the schedule // continued //

WEEK 4: 2.9-13

MONDAY
DUE: 10 representative symbol revisions.
ASSIGN: 3 representative symbol final tight pencils.

WEDNESDAY
DUE: 3 representative symbol final tight pencils.
ASSIGN: Final representative symbols tight pencil with color.
ASSIGN: 8 representative symbols revisions with color studies.

FRIDAY
DUE: Final representative symbol tight pencil with color.
ASSIGN: Revisions to final representative symbol (on the computer, print plotter color).
ASSIGN: 25 Typographic studies (on the computer) for a combination mark using the representative symbol mark.

WEEK 5: 2.16-20

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 for second new corporate client.

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

WEEK 6: 2.23-27

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 //

WEEK 7: 3.2-6
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.
Overview: Assignment 2: Identity Development: Phase 111—Extended Collateral Design
Assign: 20 sets (at ¼ size) of thumbnail studies of the final combination mark of all three basic pieces in the collateral ensemble (letterhead, envelope & business card). Due Wednesday.

WEEK 8: 3.9-13
MONDAY
Due: Final lettermark, representational mark and combination mark mounted on 10 x 15 inch black board in color and b&w
Due: 25 logotype revisions
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: 20 sets of thumbnail studies all three basic pieces in the ensemble at ¼ size.
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
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

SPRING BREAK
the schedule // continued //

WEEK 9: 3.23-27
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

WEEK 10: 3.30 - 4.3
MONDAY
- **DUE:** Exercise IV: Identity Development: Phase I — brand strategy & brief as it applies to rebranding your client. Include ideas for one-two design project to apply and extend the brand.
- **ASSIGN:** 25 identity revisions.

WEDNESDAY
- **DUE:** 25 identity revisions.
- **ASSIGN:** Identity revisions.

FRIDAY
- **DUE:** Identity revisions.
- **ASSIGN:** 25 thumbnails exploring initial concepts for identity/brand extension projects.
- **ASSIGN:** Identity revisions.

WEEK 11: 4.6-10
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 inch 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 inch 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
the schedule // continued //

WEEK 12: 4.13-17

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

WEEK 13: 4.20-24

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

WEEK 14: 4.27-5.1

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

WEEK 15: 5.4-8

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 Monday by May 11 by 12 noon.

FRIDAY
  NO CLASS, READING DAY

WEEK 16: 5.11-15 FINALS