

Contact: vjoyner@uttyler.edu

Office Hours: MW – 12:00 PM – 2:00 PM Appointment preferred
CAS 224Fall
2019

Syllabus – MCOM 3380

Brand Identity Design

Class Time: T/TH 9:30 AM to 10:50 AM

Course Description

Brand Identity Design covers the theory and practice of creating brand identity design products. A brand is expressed in a system of tangible items that fuel the recognition of that brand. These items will typically have a strong identity that separates them or makes them stand out from the crowd. The emphasis in this course is for students to learn brand strategy and what it takes to Zag or be very different. By practice learn how to create and design projects such as logos, print ads, stationery, business cards, that support and enhance the brand with the aid of various graphic applications. Prerequisites: MCOM 2306 Media Design or demonstrated competency with software.

Competency: Mediated Presentation

Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.

COURSE STRUCTURE**LEARNING:** In-class.**MODULES:** The projects will be learned by module.

Example – Module 1: Adobe Applications, Module 2: Zag – Brand Strategy, Module 3: Do-It-Yourself Brand Design – Mood Boards and Style Guide Module, Creative Brief, Module 3: Designing Brand Experience, Module 4: Individual Creative Identity Projects, Module 5: Brand Identity Design Package

COMMUNICATION: By email. Please try to keep communications within the normal hours of a work day.

LEARNING ACTIVITIES: Performance will be measured by exercise, test, and special projects. Exercises offer practice and preparation to increase the skills it takes to make better design choices. These exercises ultimately instruct students how to produce and create a wide range of products that support an identity. The projects and products may include logos, print and digital ad design, business cards, stationery, forms, and more. Image manipulation with the use of the appropriate application will also be covered. Testing will be over the knowledge learned in the various chapters of the course book. Special projects are a display of advanced knowledge.

COURSE SCHEDULE: A course schedule will be provided that will list day by day what assignment is due.

Student Learning Outcomes

- Students will be able to:
 - Understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. (**Competency: Mediated Presentation**)
 - Demonstrate progressive Adobe Creative Suite application competency with the following applications, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and MUSE.
 - Create their own graphics and creative projects such as logo design, ad designs, brochures, stationery, photography and more with the use of these applications.
 - Use these applications to build print and digital layouts and web site products.
 - Understand the theories that are the foundation of visual and/or graphic design and know why they are critical to the successful creation of a brand identity system.
 - Demonstrated by being able to create, explain and justify design decisions based

- upon clear foundational visual principles.
 - Be able to demonstrate a knowledge the foundational principles of design by test.
 - To understand various methods of creating brand identity products such as (but not inclusive of all) logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication.
- Construct a persuasive message, adapted to the audience, purpose, and context of the situation. **(Competency: Argument)**
 - Using preferred brand identity methods, research and communicate the viability of an idea or a brand with a strategy
 - Be able to conclusively state with evidence why an existing or uncovered brand is sustainable and differentiates.
 - Document and communicate these findings with the use of checkpoints and a brand brief that correctly communicates the true vision of the brand.
 - Conduct a market analysis that is straightforward and uncomplicated, reflects the use of good decisions, target audience, an understanding of the industry, business, product or service at hand.
- Conduct research and evaluate information using methods appropriate to public relations/integrated communication or multimedia journalism professions. **(Competency: Analysis & Systematic Inquiry)**
 - With the creative brief as a guide, apply the theories of design to create an identity for a product or service.
 - Construct a style or graphics standards guide to support a consistent brand image.
 - Be able to identify products, and services that will enhance the reputation of the brand.
 - Demonstrate critical thinking when making design decisions.
 - Know the many theories that are the foundation of visual and/or graphic design.
 - Understand what differentiates or sets a product apart from others.
 - Know how to draw up a brand strategy, client brief and design strategy.

WHERE TO GET HELP

We are asking that we use the Q&A in the Discussion Board for questions. This area will be monitored from 8 a.m. to 5 p.m. Monday through Friday. All of you are welcome to answer any questions. You have the option of posting anonymously if you like.

Your instructor will be available from 8 a.m. to 5 p.m. Monday through Friday. My contact information will be on the Syllabus and under "Introduction."

Technical and/or computing support is available from Campus Computing Center daily from 7 a.m. to 11 p.m., and the weekends from 12 p.m. to 10 p.m. You may also email them at itsupport@uttyler.edu, or <http://uttyler.edu/ccs/> or phone at (903) 565-5555 (x 5555 on campus).

More campus services are available by viewing this guide. [http://lms-](http://lms-media.uttyler.edu/fileman/oid/resource/index.html#Campus)

[media.uttyler.edu/fileman/oid/resource/index.html#Campus](http://lms-media.uttyler.edu/fileman/oid/resource/index.html#Campus)

The Canvas Help website is available at: <https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents>

UpSwing: Free 24/7 online tutoring program for undergraduate students, UpSwing. Students can access UpSwing directly at: <https://uttyler.upswing.io/>

Required Text – Please check bookstore for hardcopies / (Note: Also under the Getting Started section in Canvas)

- *Designing Brand Identity: An Essential Guide for the Whole Branding Team* [Hardcover] by Alina Wheeler Edition: 5th 18 ISBN: 9781118980828
- *Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between* Paperback – March 27, 2014 by Gabrielle Weinman (Author) ISBN-10: 1496143396, ISBN-13: 978-1496143396
- *Zag: The Number One Strategy of High-Performance Brands* [Paperback]

ISBN-13: 978-0321426772 ISBN-10: 0321426770 Edition: 1st

by Marty Neumeier

- The Brand Gap: Edition 2 by Marty Neumeier
ISBN: 9780321348104

Optional/Suggested Reading (from MCOM 2306): Adobe Creative Suite 6 Design & Premium Digital Classroom (Book & Video Training) Jennifer Smith, Jeremy Osborn, AGI Creative Team ISBN: 978-1-118-12405-5

Tools:

Flash drive, 8 ½ x11 tracing pad and “Sharpie” black pen “fine”.

Drawing Pad – 8 ½ x 11

No. 2 pencils, Black Sharpies (fine and med)

Eraser

Binder to keep work in.

Lab – CAS 106

Only one class at a time will be permitted in the lab.

Late Work

Will not be accepted. Expect to spend time outside of the class to work on your projects. Sometimes as much as 4 hours per week.

HOMEWORK

Sometimes as much as 4 hours or more per week is required.

Project Assignments

Within the course of the semester the students will complete 4-5 major projects, several exercises and at least 2 exams.

COPYRIGHT ISSUES

For more information see the following link.

<http://creativecommons.org/>

Organization/Class Folder

As an aid to organization and a way to keep up-to-date documentation of your work throughout the course of the semester, you will be asked to set up and maintain a process binder. The process binder will be a place to compile notes, sketches, hand-outs, test, and printouts of your completed work.

Layout Stages/Critiques

The completion of sketches for your projects, layouts, and being prepared for critique is necessary for this course. Exercises must be ready for critique at the beginning of class or the critiquing session (no exceptions). If an Exercise is not ready or presentation is totally unacceptable, a grade of 60 points will result. Failure to meet a Project deadline will result in a 30 point minimal grade reduction for that Project. In addition to creating you will need to represent your work, discuss your work, and offer feedback to classmates. Expect to spend time outside of the class to work on your projects. Sometimes as much as 4-6 hours per week. This time will be spent reading, conducting research, creating sketches, layouts, and working on the computer at home or in the lab.

Electronic Devices

Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your back pack during class.

Use of Computers in Class

Keyboards must be placed to the right of each monitor and remain untouched during class unless otherwise instructed to use the computer as part of an in-class assignment. Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters.

Attendance and Tardiness Policy

This class will meet on Tuesday and Thursday from August 28, 2017 through December 16, 2017. Study Day is the 7th of December, Regular Finals are the 11th – 16th of December. Attendance is mandatory: however, there are times when an absence is unavoidable. **Three absences are allowed** – this includes illness, university-sponsored activities, etc. A **fourth absence** will lower the final grade by 5 percentage points. A **fifth absence** will lower the grade by 10 percentage points. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting. Students over 15 minutes late are considered absent. If a student must be absent the day an exam or presentation is scheduled, he/she must notify the instructor **before class time**. **No make-up tests** or presentations will be allowed. It is best that you obtain a **partner** (someone responsible) that will assist you in keeping up with the class. It is not the instructors' responsibility to keep you informed in the event of your absence. I will not send additional emails to you or updates or **brief you** at the beginning of the next session.

Incomplete

An Incomplete is given only under these circumstances.

<http://www.uttyler.edu/catalog/10-12/4312.htm>

Note: Attendance at field trips and for guest speakers is mandatory. To not attend is an automatic 0.

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

License to Right of Work Product

Enrollment in the course constitutes your understanding and agreement that work submitted for grade/credit becomes the property of the instructor. You should make personal copies before submitting the original to the instructor for grading.

Note regarding student absence due to religious observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of the semester.

Academic Dishonesty and Original Work

Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students also have a special obligation to adhere to such standards. It is your responsibility to become familiar with the material in *A Student Guide to Conduct and Discipline.pdf* at UT Tyler concerning university regulations regarding academic dishonesty, and the definitions of cheating and plagiarism that it contains. In general, plagiarism is the unauthorized use of published or unpublished material as well as not giving proper credit to the source.

The term plagiarism includes, but is not limited to:

- a) Use by paraphrase or direct quotation of the published or unpublished work of another person without fully or properly crediting the author with footnotes, citations or bibliographical reference
- b) Unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials
- c) Acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. I WILL report any case of academic dishonesty to the proper channels within the university. If you have any questions or hesitations, please feel free to talk to me.

UT Tyler Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <https://www.uttyler.edu/wellness/rightsresponsibilities.php>

Student Email Policy

UT Tyler's Patriot Email system serves as the electronic communication source for corresponding with students. Upon acceptance for admission to UT Tyler, students are issued a unique Patriot Email address. **Please check your Patriot Email account regularly.** Important information from the university will be distributed to you through your Patriot Email account, and it will be the communication source for Canvas. For more information about Patriot Email or to access your account, click Patriot Email under UT Tyler Logins on the UT Tyler home page (www.uttyler.edu).

GRADE REPLACEMENT

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of.

These include: Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.

Receiving 100% refunds for partial withdrawals.
(There is no refund for these after the Census Date)

Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)

Being reinstated or re-enrolled in classes after being dropped for non-payment

Completing the process for tuition exemptions or waivers through Financial Aid

Social Security Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire Department, or Fire Prevention Services.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

ADA Policy

Under Federal and state laws, students with documented disabilities are entitled to reasonable accommodations to ensure the student has an equal opportunity to perform in class. If you have a disability, including a learning disability, for which you request disability support services/accommodation(s), please contact Ida MacDonald in the Disability Support Services office to make appropriate arrangements. In accordance with federal law, a student requesting disability support services/accommodation(s) must provide appropriate documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 282. The telephone number is 903-566-7079 (TDD 565-5579)." Additional information is available at the following UT Tyler Web address: <http://www.uttyler.edu/disabilityservices>

Disability Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Disability Services (cont'd)

Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

STUDENT SERVICES

Student Services Link

<http://www.uttyler.edu/student-services/>

Includes: Testing Center, Health and Wellness

Academic Success

<http://www.uttyler.edu/success/tsi.php>

Includes: Campus and community support and resources, information about the Tutoring Center, and the Online Tutoring Center.

Writing Center

<http://www.uttyler.edu/writingcenter/>

Complaints And Grievances

This link provides a guide to the University of Texas at Tyler Complaint and Grievance Process.

<http://www.uttyler.edu/catalog/12-14/6866.htm>

Tobacco Policy

UT Tyler a Tobacco-Free University:

- All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.
- Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
- There are several cessation programs available to students looking to quit smoking, including counseling, quit lines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Gun Policy

"We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed.

More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>."

Evaluation and Grade Calculation

Assignments/Exercises 20%	Exams/Quizzes 40%
Projects/Discussions 40%	Total 100%

A = Outstanding. This grade is for work of clearly professional quality (publishable). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

B=Good. This grade is for work not professional quality (publishable). The design/layout/writing is somewhat clear and not so organized, and requires editing. The design meets a high level of the project evaluation matrix. The work is turned in by or before deadline, needing some changes before submission to clients or editors.

C=Adequate. This grade is for work that indicates a problem in at least one area, such as use of some elements of visual design and composition, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D=Unacceptable Performance. This grade is for work that is clearly unacceptable even in a classroom setting. The design/layout does not use the elements of visual design and composition correctly or at all. The design is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F= Failing. This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, design, or production processes.

Grading Assumptions

1. The grading process starts with the assumption that the work is "good," which earns a grade of "B." (See "good" definition above.)
2. You may create a design project with no errors that earns a "B."
3. Strong and (when appropriate) clever design concepts/layouts that clearly support the strategic message and client needs help boost design projects to the "A" category. Also, exceptional reporting, diplomacy and adherence to strategy can boost stories to the "A" category.
4. Fact errors, poor organization, grammar/spelling/usage errors, unsound strategic judgment, bad diplomacy, missed deadlines and/or failure to follow proper style, techniques, and format will lower an assignment's grade.

Peer Evaluation

1. Assignments and projects will be subject to peer evaluation. Students will, as a result of this process, develop the ability to critically analyze work from other sources, and, by extension, develop a more professional attitude about their work. Please work to develop tolerance for professional criticism. Everything we do as media professionals is evaluated, critiqued, accepted with revisions or flat out rejected by supervisors, editors, creative directors and clients. As you evaluate the work of others, please base your evaluation on what you're

learning, your experience, and your logic. Avoid injecting personalities into critiques. Unkind or malicious remarks will not be tolerated.

2. Each assignment will be graded according to a matrix developed specifically for the project or assignment. A copy of the evaluation matrix for each project will be provided via Blackboard. The following criteria will also apply to the evaluation of assignments or projects.
 - A. **Content:** Does the message and its execution clearly, gracefully and diplomatically fulfill the purpose? Does the message address the values of the client as well as those of the target audience? Is it factually correct?
 - B. **Organization:** Does organization enhance content? Does each part of the message lead logically and gracefully to the next?
 - C. **Grammar:** Is the message free, for the most part, of unintended grammatical, spelling, punctuation and style errors?
 - D. **Format:** Does the execution of the message look the way it should? Are unique requirements, such as headings in a business letter, correct and correctly placed?

Skills overview rubric

1. This general skills rubric is a tool for assessing various aspects of major design and print projects. Although each project has its own rubric, you should use the following to help you assess particular aspects of your projects. Select the items that apply to a particular project. This rubric will be available on Blackboard.

The Process Book/Journal for Brand Identity Design

Instructor – Vanessa Joyner

Goals

The goal of the process book is to supply evidence of what has led to your final design solutions. This book is a way of documenting your steps. This documentation could be for a potential employer, teacher, or for you to analyze the ways in which you are arriving at design decisions and conclusions. Oftentimes, what is created on the way to your solution can be quite amazing. Potential employers and other professionals may want to take a look at this binder and see the depths of your research, thinking, and sketching that may have led to your design concepts.

Format and Requirements

1. A format that will allow for organization of contained elements
2. Research materials will be neatly organized. This will include design research as well. Copies of layout sketches, thumbnails, and design in its earliest stages on the computer.
3. You may create one binder but insure projects are separated by dividers.
4. Maintain proper notes as your project progresses of your creative process.
5. These books will be submitted with all major projects.

Possible projects to be included in Process Book: (subject to change)

Competition

Ad Design (May include Public Service Announcement and individual ad design)

Logo Design

Poster Design

Brochure Design

Magazine Design

All Thumbnails

All Exams

All Exercises or assignments

Portfolio:

A PDF file of all of your completed projects

Journal:

A sheet that documents your projects: Attached below.

KEEPING TRACK OF YOUR GRADES

As college students it is your responsibility to keep track of your grades. I will not constantly call everyone forth to remind them what their grade is. With this class we have a lot of exercises, projects, test, sometimes field trips, participation points, attendance points. Please consult Blackboard for your progress.