Syllabus
MCOM 3380 Brand Identity Design
Fall 2021

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(The best way to contact me is email)

Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

TA: To be determined

Course Overview:

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. (MCOM 2306 Media Design or demonstrated competency with software.)

Student Learning Outcomes:

1) Demonstrate progressive Adobe Creative Suite application competency with the following applications, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.
2) Create their own graphics and creative projects such as logo design, ad designs, brochures, stationery, photography and more with the use of these applications.
3) 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.
4) Using preferred brand identity methods, research and communicate the viability of an idea or a brand with a strategy.
5) 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.
6) Understand what differentiates or sets a product apart from others.
7) Know how to draw up a brand strategy, client brief and design strategy.

Required Textbooks and Readings:

- Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover]
  by Alina Wheeler Edition: 5th 18
  ISBN: 9781118980828
  EBOOK: by Wheeler, Alina (9781119375418) SKU:9781119375418 - 5TH 18
  Or through VitalSource
  https://www.vitalsource.com/referral?term=9781119375418

- 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
  EBOOK: by Neumeier (9780132798129) SKU:9780132798129 – 07
  Or through Vitalsource at:
  https://www.vitalsource.com/referral?term=9780132798129

Special Course Notes: -- The listed items are required.

1) A PC or Macintosh computer that is capable of running graphic applications. A minimum
   of 8 Gb of RAM or more. The mini computers are not recommended.
2) The computers in CAS 106 are available for your use according to schedule posted.
3) Permission form for use of photographs and artwork in publications, and website.
4) Field Trip – Attend two learning sessions at Tyler Innovation Pipeline.
5) A large part of this course is comprised of learning the tools of graphic design by
   exercise. The measure of
6) Guest Speaker – Attend
7) Join Art Organization
8) Photography/Video Consent Form

Assignments and weights/point values

1) Graphic Design Overview   5%
2) Zag   15%
   a) Checkpoints
   b) Logo
   c) Exam
3) Designing Brand Identity   20%
   a) Exam 1 – Chapter 1 & 2
   b) PowerPoint Presentation – Chapter 3
4) Do-It-Yourself Brand Design   20%

    a) Template
    b) Creative Morning Package
    c) Makerspace Project
    d) Exam

5) <u>Special Final Project</u>   30%
6) <u>Critiques</u>   10%
   Total   100%

Grading Scale:
A   93% or greater
B   83 – 92%
C   73 – 82%
D   63 – 72%
F   below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

Graded Course Requirements Information: *TEC 51.9705 (HB 2504) requires that you list AND describe all <u>major</u> assignments. It is absolutely acceptable to provide an overview and note that detailed information will be provided in class.*

1) Introductory Exercise – To include 10 questions that show that you have a good
   a) Quiz - To show understanding of course objectives.

2) Zag: (Checkpoints, Logo, Exam)
   This project will be to learn the major components of a successful brand by one of the best brand strategists, and on a most basic level, learn how to design a logo for it. To finish up take an exam to test the understanding of brand strategy.

3) Designing Brand Identity: (Exam and Exercise)
   a) Chapter 1 and 2 - Assignment is to gain a better understanding of a brand in regard to what they are, what they represent, and an introduction to some of the best designed brands. Followed up by an exam.
   b) Chapter 3 – Case Studies will be studied in an effort to familiarize with some of the best designed brands and see what a complete designed identity package looks like. Quiz

4) Do-It-Yourself Brand Design: (Template, Creative Morning Pre-Package)
   a) This book introduces the students on HOW to create the identity products, such as a logo, mood boards, ad design.

5) Special Final Project:
   a) Makerspace Project – Create your own project, brand it, and create an identity system that goes with it.

6) Critique

   a) They are important for learning and understanding.

7) Meet your professor: This is an opportunity where you meet with the instructor to get to know your professor a little better and discuss any possible concerns.

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)
Note the last date to drop the course is included in the calendar along with the final exam date and time. These are required.
Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones

A – Assignment   LEC – Lecture   DIS – Discussion   CRIT – Critique

Module 1: Introduction / Zag / Graphic Design / Designing Brand Identity				
Week #	*Date*	*Class Topic*	*Readings for Next Class*	*Assignments Due*
Week 1	T 8/24	Introduction and to Special Project. What the course is about?	Syllabus Zag, Ch1 Finding you Zag	
	TH 8/26	*LEC:* Ch1-Finding your Z	Zag, Ch2	
Week 2	T 8/31	*LEC:* Ch2-Designing Zag *A: Checkpoints and Logo Sketch*	Zag, Ch3	
	TH 9/2	*LEC:* Ch3-Renewing Zag *Exam review*		
Week 3	T 9/7	*In Class: Work on logo sketch.*	Graphic Design video	*Exam*
	TH 9/14	*CRIT:* Logo Sketch		*Submit: Logo Sketch*
Week 4	T 9/16	*Meet your professor*	DBI - Ch 1	
	TH 9/21	*LEC:* DBI Ch 1	DBI - Ch 2 Process	
Week 5	T 9/23	*LEC:* DBI Ch 2	DBI - Ch 3 Case Studies	
	TH 9/28	*LEC:* DBI Ch 3		
Week 6	T 10/5	*In Class: Exercise*	DIYBD – All chapters	*Exam: DBI Chs 1 & 2*
Module 2: Do-It-Yourself Brand Design				

	TH 10/7	*LEC:* DIYBD		
Week 7	T 10/12	*LEC:* DIYBD *A: Creative Morning Exercises,* Details in Canvas		
	TH 10/14	*LEC:* DIYBD		
Week 8	T 10/19	Work on project Field Trip - Tyler Innova.	Tyler	*Exam:* DIYBD
	TH 10/21	Critique Field Trip - Tyler Innova.		*Crit:* CM Exercises
Module 3: Identity Package				
Week 9	T 10/26	*A:* Makerspace Product		
	TH 10/28	*A:* Identity Package		
Week 10	T 11/2	Work on Package		
	TH 11/4	Work on Package		
Week 11	T 11/9	Work on Package		
	TH 11/11	Work on Package		
Week 12	T 11/16	Critique 1		Critique
	TH 11/18	Work on Package		
Holiday				
Week 9	T 11/23	Thanksgiving		
	TH 11/25	Thanksgiving		
Week 10	T 12/2	Work on Package		
	TH 12/7	Final Critique		
Week 11	?			