

MCOM 4380 Brand Identity Design

Term: Fall 2026

Location: Office: CAS 224

Professor: Tennille Reneau

Course Dates: Aug 24, 2026-Dec 12, 2026

Office Phone: 903.566.7301

Course Times: ONLINE

Email: treneau@uttyler.edu

Classroom: ONLINE

Office Hours: Tue/TTh 11:30 am -1:30 pm and by appointment

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 typically have a strong identity that separates them or makes them stand out. This course encourages students to learn brand strategy and what it takes to Zag or be very different. By practicing, learn how to create and design projects, such as logos and business cards, that support and enhance a brand with various graphic applications. There will also be a special project to be announced each semester. **Prerequisite:** (MCOM 2306 Media Design or demonstrated competency with software.)

This is a project-based design class. Projects are assigned due dates; you'll get the specs on Canvas and submit them there in the required file formats.

Learning happens by using the program to do the projects and watching the videos—you build skills in Photoshop, Illustrator, and InDesign by using them. Each project builds on the last. The class has some lectures but is mostly hands-on project work.

Course Goals

1. Develop progressive technical proficiency in Adobe Creative Suite (InDesign, Illustrator, and Photoshop) so students can confidently create professional-level design work.
2. Build practical skills in designing a wide range of brand identity and marketing materials (logos, packaging, ads, brochures, stationery, posters, campaigns, and more) for both personal and commercial use.
3. Understand the full process of creating effective brand identity systems, from research and strategy through design execution and the development of style/graphics standards guides.
4. Learn how to research, evaluate, and communicate the viability of a brand or product idea, including what differentiates it from competitors.
5. Apply design theory and strategic thinking by using creative briefs to develop cohesive brand identities for products or services.
6. Gain the ability to create brand strategies, client briefs, and design strategies that support consistent, professional brand communication.

Student Learning Outcomes

You will be able to:

1. Apply the terms, theories and principles commonly used in design. Assessed through discussions and Project assignments
2. Correctly utilize the basic concepts, terminology, and theories of graphic design discussions. Assessed through discussions, assignments, mini projects and projects
3. Use these concepts in their own designs, with the goal of producing functional and visually satisfying projects. Assessed through discussions, assignments, and projects.
4. Be able to apply the basics of design software (adobe Creative suite). Assessed through assigned project and feedback and evaluated responses.

Required Items

- No textbook
- Sketch Pad (small to 9 by 12) max size
- If you need a **ADOBE Creative Cloud subscription** for your personal computer that can run adobe here is the link, <https://www.adobe.com/creativecloud/plans.html>, 19.99 for per month first year for students, after that 39.99 per year.

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

- COMPUTERS IN CAS 106 - Available for face-to-face and online classes. The schedule of availability should be on the door of CAS 106. Typically, there is more daytime availability on Mondays and Wednesdays. The lab is available most days until 8 PM. A Lab Tech is available in the Multimedia Production studio next door for assistance.
- **OR A PC OR MACINTOSH COMPUTER** - Capable of running graphic applications. A minimum of 8 Gb of RAM or more.) Please note everyone one is in a different situation, you may not need to get a computer like this because this is the only class you will use it in that is perfectly fine, Computers are provided in the Lab for students to use.

Minimum official RAM requirement for all three (current versions): 8 GB.

Adobe lists this as the bare minimum to install and run Photoshop, Illustrator, and InDesign on both Windows and macOS.

Official Adobe minimums (recent versions)

App	Minimum RAM	Recommended RAM
Photoshop	8 GB	16 GB or more
Illustrator	8 GB	16 GB
InDesign	8 GB	16 GB

Practical reality

8 GB is the absolute floor. You can open the apps and do very light/simple work, but performance will be poor (slow, frequent freezing, heavy use of the scratch disk) especially if you have more than one app open, use large files, many layers, high-resolution images, or complex documents.

16 GB is the realistic minimum for comfortable everyday use with these programs.

32 GB (or more) is strongly preferred for professional work, multitasking between the apps, large files, many layers/history states, or complex illustrations/layouts.

Bottom line: Adobe's official minimum is 8 GB, but for any real design work you'll want at least 16 GB, and 32 GB is the sweet spot for smooth performance with Photoshop + Illustrator + InDesign.

- **Mini-computers are not recommended.**
- **SUBSCRIPTION** - This course (face-to-face) requires you to obtain a subscription to Adobe Creative Cloud (details under Required Textbooks and Readings), an external website/a resource to connect you to the applications necessary to complete your assignments.
- **LEARN TOOLS**—A large part of this course involves learning graphic design tools through mini projects, and projects.
- **MODULES** – Work assigned in (Photoshop Illustrator and Indesign)
- **LAB TECH** - For assistance, a Lab Tech is at your disposal in the Multimedia Production Studio next door to CAS 106.

Recommended Resources (Optional):

- **Graphic Design Solutions 6th Edition** Author Robin Landa, Publisher Published by Cengage Learning Copyright© 2019, Print ISBN: 9781337554053
- Other resources may be suggested throughout the semester.

Course Structure

This is a fully online, project-based design course focused on branding, packaging, layout, and visual identity. Students will complete a series of creative projects that build technical skills in Adobe InDesign, Illustrator, and Photoshop while applying design principles and graphic design strategy.

All course content, demonstrations, and resources are delivered asynchronously through Canvas. Students are expected to manage their own time and complete the majority of their creative work independently. This includes watching instructional videos or demos, thumbnail sketching, concept development, design refinement, incorporating feedback, and preparing final files for submission.

A typical project follows a three-stage process:

1. Thumbnail sketches and ideation
2. Rough design submitted for feedback
3. Final polished design

Because this is an online course, consistent self-directed work outside of any scheduled virtual sessions is essential. Students should plan regular time each week for design development, revisions, and meeting project deadlines.

Tips for Success in this Course

1. **Participate.** I invite you to engage deeply, ask questions, and talk about the course content with your classmates. You can learn a great deal from discussing ideas and perspectives with your peers and professor. Participation can also help you articulate your thoughts and develop critical thinking skills.

2. **Manage your time.** I get it—students usually juggle a lot, and I know you've got commitments beyond this class. Still, doing your best often means carving out enough dedicated time for coursework. Try scheduling specific blocks of time and ensure you have enough room to finish assignments, allowing extra space for any tech issues that might pop up.
3. **Login regularly.** I recommend that you log in to Canvas several times a week to view announcements, work on assignments etc.
4. **Do not fall behind.** This class moves at a quick pace and each week builds on the previous class content. If you feel you are starting to fall behind, check in with the instructor as soon as possible so we can troubleshoot together. It will be hard to keep up with the course content if you fall behind in the pre-work or post-work.
5. **Use Canvas notification settings.** Pro tip! Canvas can ensure you receive timely notifications in your email or via text. Be sure to enable notifications to be sent instantly or daily. ([Canvas Notification Guide](#))
6. **Ask for help if needed.** If you are struggling with a course concept, reach out to me treneau@uttyler.edu and your classmates for support.

Graded Course Requirements Information

- **Discussion: Introduce Yourself & Favorite Brand (1 discussion – 30 points)** Students will introduce themselves and share a favorite brand (or a brand name they find interesting). This low-stakes discussion builds community and begins the conversation around branding.
- **Bettergoods Packaging Project (4 assignments – 230 points)** Students will design packaging for a new bettergoods product (Dark Chocolate Spicy Mango Habanero while following the brand's visual guidelines. The project includes: – Product design sketches (30 pts) – Rough design (50 pts) – Final product packaging (100 pts) – Product mockup (50 pts)
- **Sock Packaging & Logo Project (5 assignments – 260 points)** Students will create a logo and packaging system for socks with a strong branding focus. Stages include: – Creative Brief (30 pts) – Packaging sketches (30 pts) – Rough Logo (AI + PNG/JPG) (50 pts) – Final Sock Logo (50 pts) – Sock Packaging (100 pts)
- **Coffee / Tea Packaging & Branding Project (7 assignments – 430 points)** Students will develop a complete brand identity system for a coffee or tea product. This is the most comprehensive project and includes: – Moodboard (50 pts) – Mind map, logo & packaging sketches (30 pts) – Rough printed packaging image (50 pts) – Final Coffee/Tea Logo (50 pts) – Final 3 packages (100 pts) – Professional photos of the 3 packages (100 pts) – Brand Guide (50 pts)

Total Points Possible: 1,000

Grading Structure

Assignments & Points Breakdown

Module / Category	Assignment	Points
Discussion	Introduce Yourself + Favorite Brand	30
Bettergoods	Product design sketches	30
	Rough design	50
	Final product packaging	100
	Product Mockup	50

Sock Packaging	Creative Brief	30
	Packaging Sketches	30
	Rough Logo (AI + PNG/JPG)	50
	Final Sock Logo	50
	Sock Packaging	100
Coffee-Tea Packaging	Moodboard	50
	Mind map, logo & packaging sketches	30
	Rough printed packaging image	50
	Final Coffee/Tea Logo	50
	Final 3 packages	100
	Professional photos of 3 packages	100
	Brand Guide	50

Total Points Possible: 1,000(ish)

Plan to spend time outside of class working on and refining your designs, sketches when required, and meeting project deadlines. Consistent outside work is essential for success in this course.

Sketch books photos will be turned for projects, please submit 3 to 5 photos of the sketchbook pages. Projects will be completed in this course along with a creative briefs, sketches and logos, It is essential that students are prepared every week with assignments done and turned in and projects sketches thumbnails and computer roughs completed when they are due. Sketch books photos will be turned for projects, please submit 3 to 5 photos of the sketchbook pages

Grading Scale

- A - (90% or higher)
- B - (80 - 89%)
- C - (70 - 79%)
- D - (60 - 69%)
- F - (Below 60%)

Late Work and Make-Up Exams:

Any project and all parts of the project that is not turned in on time will receive a 0. If you are not finished with project **turn it in**, even if it is not done. Points will be given. No points will be given if it is late and nothing is submitted

Late is late.

Yes, it appears to be harsh... but in real life if you did not finish a project and gave the answer that you were not done, you lost your job. But if you still presented it on time, and have produced something indicating that you are working on it... it could/will save your job. This course is not just about the course material that you are learning but also to prepare for your real-life situations.

Attendance Policy

This is a fully online course and does not have a traditional attendance policy based on physical presence. Instead, active participation is measured by consistent engagement and timely submission of work.

Submitting assignments by the stated deadlines is considered participation and presence in the course. Students are expected to regularly check Canvas, review course materials and feedback, and meet project due dates. Consistent completion of work by the deadline demonstrates that you are actively participating in the class.

University Policies & Student Resources:

University policies and student resources are available on the University website and in Canvas under "Syllabus". (You may copy or print the following information to include in your syllabus or use the links provided below.)

- [University Policy](#)
- [Student Resources](#)

Artificial Intelligence Statement

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not

be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy. Refer to the About This Course section of the UT Tyler Syllabus Module for specific information on appropriate use of AI in your course(s).

Calendar of Project, Due dates assigned in Canvas

*All assessments and discussions have a **due date** assigned in Canvas.*

*This class is set up in **Category Modules**, not weeks, please keep in mind, to keep track of assignments by weeks look at your Canvas Calendar.*

Welcome and intro

Discussion Topic

Discussion: post: short intro about yourself + one product (digital or physical) that you think has great branding.

Not available until Aug 24 at 12:00am

Due Aug 24 at 11:59pm

-/30 pts 30 points possible.

Sock Packaging

Assignment

Sock Packaging Sketches

Not available until Aug 24 at 12:00am

Due Sep 3 at 11:59pm

-/30 pts 30 points possible.

Sept. 10 – last day to drop with W

Assignment

Rough LOGO Please submit 2 files, Ai file and PNG or JPG

Available until Sep 12 at 11:59pm

Due Sep 12 at 11:59pm

-/50 pts 50 points possible.

Assignment

Final Sock Logo

Not available until Sep 12 at 12:00am

Due Sep 26 at 11:59pm

-/50 pts 50 points possible.

Assignment

Sock Packaging

Not available until Sep 12 at 12:00am

Due Sep 26 at 11:59pm

-/100 pts 100 points possible.

Bettergoods

Assignment

bettegoods creative brief

Not available until Sep 26 at 12:00am

Due Oct 3 at 11:59pm
-/30 pts 30 points possible.

Assignment

sketches of product design

Not available until Sep 19 at 12:00am

Due Oct 3 at 11:59pm
-/30 pts 30 points possible.

Assignment

rough design of product for better goods

Not available until Oct 3 at 12:00am

Due Oct 17 at 11:59pm
-/50 pts 50 points possible.

Assignment

bettergoods, final product packaging

Not available until Oct 24 at 12:00am

Due Oct 24 at 11:59pm
-/100 pts 100 points possible.

Assignment

Bettergoods Mockup of product

Not available until Aug 29 at 12:00am

Due Oct 31 at 11:59pm
-/50 pts 50 points possible.

Coffee-Tea-Packaging

Assignment

moodboard for your coffee or tea

Not available until Oct 31 at 12:00am

Due Nov 7 at 11:59pm
-/50 pts 50 points possible.

Assignment

Mind map, logo and packaging sketches

Not available until Oct 31 at 12:00am

Due Nov 7 at 11:59pm
-/30 pts 30 points possible.

Assignment

Rough printed packaging image

Not available until Nov 14 at 12:00am

Due Nov 21 at 11:59pm
-/50 pts 50 points possible.

Assignment

Final Coffee Tea Logo

Not available until Nov 21 at 12:00am

Due Dec 5 at 11:59pm
-/50 pts 50 points possible.

Thanksgiving break 22-28

Assignment

final coffee/tea 3 packages

Not available until Nov 28 at 12:00am

Due Dec 5 at 11:59pm

-/100 pts 100 points possible.

Assignment

brand guide for coffee or tea

Not available until Nov 28 at 12:00am

Due Dec 5 at 11:59pm

-/50 pts 50 points possible.

Assignment

Digital Mock-up mock JPG or PNG

Not available until Nov 28 at 12:00am

Due Dec 5 at 11:59pm

-/100 pts 100 points possible.

No Semester Exam (coffee tea project above is final for class)

Note: **This is a tentative schedule, and subject to change as necessary – monitor the Assignment page in Canvas for dates and deadlines.** In the unlikely event of a prolonged university closing, or an extended absence from the university, adjustments to the course schedule, deadlines, and assignments will be made based on the duration of the closing and the specific dates missed.