

COMM 5399.002 – Brand Identity

Syllabus – Spring 2016

1) Faculty Information

- a) Ms. Vanessa Joyner
- b) HPR 269
- c) Office Hours: Wednesday 10:00 a.m. – 1:00 p.m. and appointment
- d) Phone: 903.566.7301, best to call cell. (Provided upon request)
- e) Email: vjoyner@uttyler.edu
- f) Twitter for department: @UTTylerMCOM

2) Course Description

- a) An examination and exploration of designing a successful brand design experience from a variety of context or circumstances and exploring new experiences in this age of media convergence. Technologically we will touch it at the creation stage. We will learn how to create an identity system. We will read about how the best brands are strategically created. We will visit those who do build and create brands.

3) Course Objectives

- a) Students will be
 - i) Familiarized with the technologies needed to create or design a brand
 - ii) Discuss and examine critically brand strategy, concepts and design
 - iii) Experiencing what we learn by visiting those who practice regularly
 - iv) Demonstrate an understanding with research

4) Course Requirements

- a) Text
 - i) Designing Brand Experience: Creating Powerful Integrated Brand Solutions, 1st Edition
Robin Landa ISBN-10: 1401848877 | ISBN-13: 9781401848873 © 2006
 - ii) Zag: The Number One Strategy of High-Performance Brands [Paperback]
by [Marty Neumeier](#)
 - iii) Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between
Paperback – March 27, 2014 by [Gabrielle Weinman](#) (Author)
 - iv) Written Assignments/Presentations
 - v) Discussions/Participation
 - vi) Research Paper
 - vii) Readings

5) Evaluation and Grade Calculation

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|---|-----|
| a) Readings / Blogs / Comments | 20% |
| b) Theory Papers / Presentations | 15% |
| c) Theory-Driven Project & Project Proposal | 35% |

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| d) Assignments / Presentations | 20% |
| e) Discussion / Participation | 10% |
| Total | 100% |

MISCELLANEOUS

6) Copyright Issues

For more information see the following link.

<http://creativecommons.org/>

7) License to Right of Work Product

- a) 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.

8) Academic Dishonesty and Original Work

- a) 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.
 - (a) The term plagiarism includes, but is not limited to:
 - (b) 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
 - (c) Unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials
 - (d) Acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.
 - (e) 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.

9) UT Tyler Students Rights and Responsibilities

- a) To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

10) Student Email Policy

- a) 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 BlackBoard. 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).

11) Grade Replacement

- a) 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.
 - (a) 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.
 - (b) The Census Date is the deadline for many forms and enrollment actions that students need to be aware of.
 - (c) 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.
 - (d) Receiving 100% refunds for partial withdrawals.
 - (e) (There is no refund for these after the Census Date)
 - (f) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
 - (g) Being reinstated or re-enrolled in classes after being dropped for non-payment
 - (h) Completing the process for tuition exemptions or waivers through Financial Aid

12) Social Security Statement

- a) 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.

13) Emergency Exits and Evacuation

- a) 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.

14) Student Absence for University-Sponsored Events and Activities

- a) 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.

15) ADA Policy

- a) 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>

16) Disability Services

- a) 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 applies 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

