PLNU Art + Design / Art 333: Graphic Design III / 3 units / Spring 2017

Tuesday/Thursday 2:30 p.m.–4:50 p.m. / Ryan Learning Center Computer, Mac Lab, room 303 / Courtney Mayer /
Office Phone: 619.849.7328 / Email: courtneymayer@pointloma.edu / Office: Salomon Theatre, Room 101 /
Office hours: T, Th 10:30-1 or by appointment / Prerequisites: ART 103, ART 115, ART 203, ART 303
FINAL May 2 / 4:30am–7pm

PLNU MISSION: TO TEACH. TO SHAPE. TO SEND.

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Art 333 Graphic Design III, Production and Practice

This course investigates the strategies for designing a brand identity program across media (print, screen-based and built environment). Students will use a comprehensive design process including research, analysis, business strategy, and organization to create a large-scale brand identity program for a business (brand or rebrand). The course culminates in an oral presentation of design outcomes in the form of an standards manual. All aspects of brand and identity design's concept to final production are addressed in a semester long project.

COURSE LEARNING OUTCOMES

> Practice the **process of design**:
  1. Identify and define the design problem
  2. Gather, analyze and synthesize information
  3. Determine performance criteria for measuring success
  4. Develop content and context
  5. Generate alternative solutions and build prototypes
  6. Evaluate and select appropriate solutions
  7. Implement choices
  8. Evaluate outcomes
> Develop **project evaluation criteria** by using the provided creative brief to guide all projects
> Understand **design contexts**: cognitive, social, cultural, technological and economic
> Respond to **audience contexts**: physical, cognitive, cultural and social factors that shape design decisions
> Experiment with **visual principles**, **formal structures** and **media**
> Demonstrate **highly developed use** of **typography, image and message**
> Practice advanced level **visual problem solving** and **critical thinking**
> Develop advanced level **research** and **ideation skills**
> Design **rich visual experiences** with **meaningful messages**
> Constructively **critique** and **evaluate** your work and the work of others
> Develop and apply **technical skills** through the **use of tools** and **technology**
> Learn to be **flexible, nimble** and **dynamic** in practice using organizational skills and meeting deadlines
> Develop design with an understanding of **unified visual systems**
> Be mindful of sustainable products, strategies and practices
> **Collaborate productively in teams**
> Practice **interpersonal skills showing kindness and caring for one another and for the work that you do**

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COURSE CONTENT

> **Required readings:** *Designing Brand Identity*, 4th edition, Alina Wheeler and additional supplements
> Lectures, discussions, critiques, process, business strategy, prepress, technology
> Studio projects
> Collaborate in interdisciplinary teams

COURSE MATERIALS

> Mac computer
> Access to Adobe Creative Suite: Illustrator, Photoshop and InDesign
> Access to a wide variety of mixed-media and art supplies appropriate for your projects
> 3M Spraymount
> X-Acto knife
> Tracing paper
> Dual-grid graph notebook 11″ x 9″
> Computer lab printouts of various sizes
> Process book: 3-ring binder of your choice **(KEEP ALL COURSE MATERIAL and project research and development)**

BRANDING OR REBRANDING OPPORTUNITIES

> Ron Miriello, Bike Museum
> Ron Miriello, Bike Seat Product
> Restaurant
> Hotel
> Product
> Event
> Entrepreneurial

Spring 2016 Schedule and Assignments

BRAND TOUCHPOINTS TEAM CHALLENGE! | The class will be divided up into 3 teams. Each team must choose a well-known brand. (The teams must each have a different brand.) Your team will identify all the ways a brand identity's applied to a brand touchpoint. The team with the most brand touchpoints wins a cool prize at the end of the semester.

Weeks 1-5	**Part I: Primary Identity Elements /** including creative brief › research › mood board › key attributes › brand platform (11″ x 17″ print) and PDF + **3 written summaries from reading**
Weeks 6-11	**Part II: Implementing the Logo / selected identity applications** (12″ x 24″ print and mount on foam core) and PDF
Weeks 12-16	**Part III: Brand Manual** (7.5″ x 10.5″ PDF)
Week 16	**Part IV: Oral Presentation and announce winners of the Brand Touchpoint Team Challenge**

Schedule and Assignments

BRAND IDENTITY PROGRAM:

Part I: Primary Identity Elements / Process book including creative brief > brand platform > research > key attributes > mood board
Due Wednesday, February 15, 1:30 p.m.

Logo
Logotype
Signature
Typography
Color Palette
Supporting visual language (illustrative or photographic)

Brand Basics

WEEK 1

TH 1/12   **Read** *Designing Brand Identity*, Alina Wheeler, pgs. 1–103 **(Basics)** and **write** a 1 page list of 25 things you want to remember for class discussion. Due 1/18 Choose a business to brand or rebrand. Choose a branding or rebranding opportunity.

WEEK 2

T 1/18   Discuss Basics reading, pgs. 1–103

Begin Design Process. Creative brief > research > mood board > key attributes > brand platform produce: 1. mind map 2. visual studies with big ideas 3. typeface/font(s) studies 4. colors studies. Place all research, course materials and studies in your process book.

Homework: Read *Designing Brand Identity*, Alina Wheeler, pgs. 104–210 **(Process)** and **write** a 1 page summary of the major points for class discussion. Due Tues. 1/24

TH 1/19   1. Creative brief, brand platform, research, mindmap, mood board (8.5 x 11) (company, audience, tone/spirit, messaging, distinctions), competitors board (8.5 x 11). 2. Next, **design** 3 creative directions with variations (12 total), logotype, signature studies, typography, color palette and place into a provided template. Due Thursday, 1/26

WEEK 3

T 1/24   Discuss Process reading, pgs. 104–210

Develop logo studies (minimum of 12), logotype, signature studies, typography, color palette and place into a provided template

Homework: Read *Designing Brand Identity*, Alina Wheeler, pgs. 212–312 **(Best Practices)** and **write** a 1 paragraph summarizing your favorite brand, discuss it's excellent qualities, class discussion. Due 2/2

TH 1/26   **Ph. I Critique** logo studies (minimum of 24), logotype, signature studies, typography, color palette and place into a provided template

Refine logo (top 3), logotype, signature studies, typography, color palette and place into a provided template

WEEK 4

T 1/31   Discuss Best Practices reading, pgs. 212–312

R**efine** logo (top of 3), logotype, signature studies, typography, color palette and place into a provided template

TH 2/2   **Ph. II Critique** logo studies (top 3)

Refine top logo idea

WEEK 5

T 2/7   **Refine** top logo idea

TH 2/9   **Refine** top logo idea Primary identity elements (11" x 17" poster template + PDF)(100 .), process book, creative

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Schedule and Assignments

BRAND IDENTITY PROGRAM:

Part II: Implementing the logo | Due: Wednesday, March 30, 1:30 p.m.

Business Stationary: business cards, letterhead, second sheet, #10 envelope
Environmental Signage: exterior sign, subway/bus installation
Ephemera: bag, packaging, shirt, menu, coasters, napkins, cups, pens, mouse pad, other, etc. **(Choose 4)**
Other: publication cover, print or web advertisement, vehicle **(Choose 1)**
Web: Homepage

WEEK 6

T 2/14   **Ph. III Critique** Primary identity elements (11″ x 17″ poster + PDF)

Design business stationery

TH 2/16   Business stationery

WEEK 7

T 2/21   Refine business stationery

TH 2/23   **Critique** business stationery

Design packaging and ephemera

WEEK 8

T 2/28   Refine packaging and ephemera

TH 3/2   Refine packaging and ephemera

WEEK 9 › SPRING BREAK

WEEK 10

T 3/14   **Critique** packaging and ephemera

Design environmental signage

TH 3/16   Refine environmental signage

WEEK 11

T 3/21   **Critique** environmental signage

Design website homepage

TH 3/23   Refine website homepage

Refine website homepage

WEEK 12

T 3/28   Refine website homepage

TH 3/30   Use template: **Selected identity applications**

Critique. Due: Selected identity applications (12″ x 24″ poster and PDF)

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Schedule and Assignments

BRAND IDENTITY PROGRAM:

Part III: Brand Manual | Due: finals week, Monday, May 2, 4:30 p.m.

Brand Manual (as appropriate for your organizations need)

a. **INTRODUCTION**

Message from CEO or Director (Reason to use this manual)
Our Mission and Values
Our brand (this means who we are and what we stand for)

b. **PRIMARY IDENTITY ELEMENTS**

Logo, logotype, signature
Tagline
Incorrect usage of signature
Typography
Color palette (RGB, CMYK and spot color)
Photography/illustrative library
Signature staging requirements (shows clear space around signature)
Sizing (show minimum size)

c. **SELECTED IDENTITY APPLICATIONS**

Business Stationary: business cards, letterhead, second sheet, #10 envelope
(must show with and without grids)
Environmental Signage: exterior sign, subway/bus installation
Ephemera: bag, packaging, shirt, menu, coasters, napkins, cups, pens, mouse pad, other, etc. **(Choose 4)**
Other: publication cover, print or web advertisement, vehicle **(Choose 1)**
Web: Homepage

d. **CONTACT INFORMATION:** Whom to contact with questions

WEEK 13

T 4/4   Discuss Brand Manual. Begin masterpages, style sheets, grid using InDesign

Begin pages (a. Introduction)

TH 4/6   Brand Manual. Begin masterpages, style sheets, grid using InDesign

Begin pages (a. Introduction)

WEEK 14

T 4/11   **Critique** (a. Introduction)

Begin pages (b. Primary Identity Elements)

TH 4/13   (b. Primary Identity Elements)

WEEK 15

T 4/18   **Critique** (b. Primary Identity Elements)

Begin pages (c. Selected Identity Applications + d. Additional Information)

TH 4/20   (c. Selected Identity Applications + d. Contact Information)

WEEK 16

T 4/25   (c. Selected Identity Applications + d. Additional Information)

TH 4/27   **Critique** (c. Selected Identity Applications + d. Contact Information)

Part IV: Oral Presentation | Due: Monday, May 2, 10:30 a.m.

WEEK 16

T 5/2   **Final: Ph. IV Oral Presentation PDF Brand Manual | 4:30–7pm** Due: PDF Brand Manual (7.5" x 10.5")
          process book: All course materials, research and development

Assessment and Grading

Assessment and grading is based on the 6 criteria below. Grades for will be averaged over the course of the semester.

1. **Conceptual ideas** and **originality:** smart, appropriate, unexpected or surpising...
2. **Design** and **layout quality:** use of elements and formal design principles of design
3. **Content quality:** writing, photography or illustration
4. **Context**: design solution appropriate for audience and needs—cognitive, social, cultural, technological and economic
5. **Technical execution** and **craft:** excellence and care for every detail
6. **Professionalism:** organizational skills, coming to class on time and prepared with everything you need, taking personal responsibility, meeting deadlines, independently motivated, independent thinker, attendance, good attitude, strong work ethic, care of your work and each other, and active class participation

PROJECT GRADE WEIGHTS

Written Summary 1: **Basics**	25 possible points
Written Summary 2 : **Process**	25 possible points
Written Summary 3: **Best Practices**	25 possible points
Creative Brief	25 possible points
Brand Platform	100 possible points
Primary Identity Elements	200 possible points
Selected Identity Applications	200 possible points
Standards Manual	200 possible points
Process Book: research and all semester's course material graded at end of semester	200 possible points

A	93-100%	Given to the student who consistently presents work of **exceptional quality** and who demonstrates a thorough understanding of all concepts presented. This student seeks out additional information independently, is always on time, never misses class, and always participates actively during critique and class discussions.
A-	92-90%	
B+	87-89%	Given to the student who presents work of overall **good quality** which demonstrates a consistent understanding of all concepts. This student is always on time, rarely misses class and usually participates actively during critiques.
B	83-86%	
B-	80-82%	
C+	77-79%	Given to the student who presents work with **average quality**, demonstrates the minimum amount of research needed to complete projects. This student has an inconsistent understanding of the concepts being presented, is usually on time, has occasionally missed class and occasionally participates during critiques.
C	73-76%	
C-	70-72%	
D+	67-69%	Given to the student who presents work of **poor quality**, where projects are incomplete or missing. This student does not understand the majority of concepts being presented, is rarely on time, misses class frequently, and rarely participates during critiques.
D	63-66%	
D-	60-62%	
F	0-59%	Failing

Creative Brief

Information

Designer Name

Project Name   Date

Building a Brand Strategy

1. **Goals/Objective:** What are the marketing goals and objectives?

2. **Purpose:** Describe the purpose of the business?

3. **Mission:** What is the client's mission?

4. **Values:** What are the client's core values?

5. **Attributes** (These are the essence of the brand): Name 5-6 key attributes of the business and make lists of associative words for each key attribute.

6. **Culture/Personality/Tone/Spirit:** What is the culture, style and manner of the business?

7. **Brand Promise:** What promises does the business make?

8. **Competition:** Who is the competition?

9. **Differentiation:** How is the business different from it's competition?

10. **Positioning:** How will your positioning align with audience needs and differentiate from the competition?

11. **Trends:** Are there any trends that would affect positioning?

10. **Audience:** Who is the business trying to attract? What is the demographic?

11. **Perception:** How does the business's target audience currently view the brand?

12. **What is the desired perception:** How does the business want the audience to view the brand?

13. **Response:** What response does the business want the audience to take away with them?

14. **What is your big idea, unifying concept, and key messages?**

PLNU Policies

ATTENDANCE

Consistent attendance is critical to your success. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send me an email prior to our class meeting. Due to the intensity of the course daily attendance is essential. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of the de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade W or WF consistent with university policy in the grading section of the catalog. See Academic Policies in the undergraduate student catalog.

LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due. If you need special consideration please submit a written request. I reserve the right to modify the schedule as necessary.

ACADEMIC DISHONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as ones own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course." See Academic Policies in the undergraduate catalog.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with he Disability Resource Center (DRC), located in the Bond Academic center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergraduate student catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

FINAL EXAMINATION POLICY

Final portfolios are due for grading Friday, April 29.

USE OF TECHNOLOGY

I encourage all personal media devices for "learning." Please be respectful and professional by abstaining from media use during class time if it is unrelated to the course. Food is not permitted in the Mac Lab.

COPYRIGHT POLICY

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