

Department of Art + Design

Art 3033: Branding + Identity Programs

Number of Units: 3

Fall 2025

<b>Meeting days: Tuesday and Thursday</b>	<b>Instructor title and name: Courtney Mayer, Professor</b>
<b>Meeting times: 2:30pm–4:50pm</b>	<b>Phone: 619.733.8818</b>
<b>Meeting location: Ryan Library, Hughes Lab, Room 216</b>	<b>Email: cmayer1@pointloma.edu</b>
<b>Final Exam:</b> Thursday, December 18, 4:30–7pm / Final	<b>Office location and hours:</b> Ryan Library, Hughes Lab, 216 B <b>Tuesday/Thursday</b> , Noon–2pm, <b>Monday/Wednesday</b> , 10am–noon, <b>Friday</b> 1–2pm, or by appointment for another time if needed.  To schedule a Zoom or in-person meeting: <a href="#">Go to appointment page for this calendar</a> <a href="#">Links to an external site.</a> <a href="#">Links to an external site.</a> Next, select a block of time by typing your name in it. Let me know if this appointment will be in-person or Zoom. Then save.  To Join Zoom Meeting <a href="https://pointloma.zoom.us/j/93836555087">https://pointloma.zoom.us/j/93836555087</a> <a href="#">Links to an external site.</a>
<b>Additional info:</b>	<b>Additional info:</b>

**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 is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## **COURSE DESCRIPTION**

### **Branding and Identity Programs**

This course investigates designing brand identity programs across media, from print, screen-based technologies, to the built environment. Students will use a comprehensive design process including: conducting research, clarifying strategy, designing identity, creating brand touch points, and managing assets. The course culminates in an oral presentation of design outcomes in the form of a brand guidelines banner. All aspects of brand and identity design's concept to final production are addressed in a semester long project.

**Choose your Eco-Friendly Product , create your own, or brand something new. Type your project next to your name on this [google doc](#)Links to an external site.**

**Theme: Eco-friendly product, or something of your choice.**

## **COURSE LEARNING OUTCOMES**

### **Practice the process of design:**

1. Identify and define the design problem
2. Gather, analyze and synthesize information for research
3. Determine performance criteria for measuring success
4. Develop content and context by being mindful of cognitive, social, cultural, technological and economic factors
5. Develop ideation skills by generating alternative solutions. Use problem solving and critical thinking with type, image, message. Build prototypes using tools and technology
6. Evaluate and select appropriate solutions both orally and in writing
7. Implement choices
8. Evaluate outcomes

### **Practice Professionalism for success:**

1. Demonstrate care for yourself, your work, and others
2. Be punctual and attend class regularly
3. Learn to be flexible, nimble and dynamic in practice
4. Practice attention to detail, organizational skills, and meeting deadlines in a timely manner
5. Participate and communicate!

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Students are responsible for having the required course textbooks prior to the first day of class.

All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

This book is a fantastic professional reference!

1. Wheeler, Alina. Meyerson, Rob. *Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding, 6th edition*, John Wiley & Sons, Inc. Hoboken, New Jersey. 2024
2. Additional supplements

## REQUIRED COURSE MATERIALS

**Make sure you have at least \$25 on your print card to start class.**

**We will be using the Hughes Lab Macs during class!**

**Bring your own external drive: Thumb Drive with at least 1 or 2GB**

[Adobe Creative Cloud Student Membership](#)(Links to an external site.) (otherwise you will not have access to as many fonts)

## HELPFUL COURSE MATERIALS

Access to a wide variety of mixed-media and art supplies as needed

X-Acto knife

Tracing paper

Process binder: 3-ring binder of your choice (keep all course materials in this binder). It is your responsibility to bring it to class each meeting time to help you stay organized.

Technical pencil .5

## COURSE SCHEDULE + ASSIGNMENTS

*Rebrand* or Brand something existing or new

Weeks 1–9 ( Tuesday, September 2–Tuesday, October 28 )

**Part I: Primary Identity Elements** (digital pitch deck)

**Deliverables: Oral Presentation** using a **digital presentation deck, Tuesday, October 28**

**Fall Break October 23–24**

Weeks 9–11 ( Tuesday, October 28–Thursday, November 13)

**Part I: Primary Identity Elements | Business Stationery**

**Deliverables: Oral Presentation, Thursday November 13**

Weeks 12-14 ( Tuesday, November 18–Thursday, December 4 )

**Part II: Selected Identity Applications (digital pitch deck)**

**Deliverables: Oral Presentation using a digital presentation deck, Thursday, December 4**

Weeks 14–15 ( Tuesday, November 11–Thursday, December 11 )

**Part III: Brand Guidelines Banner (12" x 60")**

Week 16 / Finals Week

Thursday, December 18 / 4:30–7pm / Final

**Oral Presentation of your Brand Guidelines Banner**

**Deliverables:**

**Brand Guidelines Banner**

## 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 surprising, memorable
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

## Projects Weights (1000 point total)

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Reading/Write-up: Chapter 1, Brand Basics, 25 points  
Reading/Write-up: Chapter 2, Process Basics, 25 points  
Reading/Write-up: Chapter 3, Case Studies 25 points  
End Semester: IDEA Evaluation 25 points

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Part I. Primary Identity Elements Oral Presentation Deck: 100 points  
Part I. Primary Identity Elements: 100 points

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Part I. Business Stationery Oral Presentation: 100 points  
Part I. Business Stationery (Business Card, Letterhead, Second Sheet, #10 Envelope): 100 points

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Part II. Selected Identity Applications Oral Presentation Deck: 100 points  
Part II. Selected Identity Applications: 100 points

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Part III. Brand Manual Oral Presentation: 100 points

Part III. Brand Manual: 100 points

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Professionalism: 100 points

Grades will be based on the following:

**Standard Grade Scale Based on Percentages**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

**FINAL EXAMINATION POLICY**

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Class Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

**INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in at the *beginning of the class session* when they are due. *For each day you miss a deadline you will loose one grade point down*, unless you have a legitimate event, illness, or death in the family and have contacted me. Please see me if you have questions or concerns. A semester Incomplete will only be assigned in extremely unusual circumstances.

**SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

**STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission

to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow distance education outside California.

### **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU RECORDING NOTIFICATION**

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel. Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

### **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

### **ARTIFICIAL INTELLIGENCE (AI) POLICY**

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

[MLA Style Center: Citing Generative AI Links to an external site.](#)

[APA Style: How to Cite ChatGPT Links to an external site.](#)

[Chicago Manual of Style: Citing Content Developed or Generated by AI Links to an external site.](#)

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

## **LANGUAGE AND BELONGING**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at

[Bias Incident Reporting Form](#). [Links to an external site.](#)

## **SEXUAL MISCONDUCT AND DISCRIMINATION**

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

## **LOMA WRITING CENTER**

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- [Appointment Calendar](#)[Links to an external site.](#)
- [Website](#)
- Email: [writingcenter@pointloma.edu](mailto:writingcenter@pointloma.edu)