



Department of Art + Design

Art 3033 Branding and Identity Programs

Number of Units: 3

Fall 2020

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| Meeting days: Monday and Wednesday | Instructor title and name: Courtney Mayer, Associate Professor |
| Meeting times: 8:40am–9:35 and 10:40–noon | Phone: 619.733.8818 |
| Meeting location: Ryan Library, Hughes Lab, Room 216 | Email: cmayer1@pointloma.edu |
| Final Exam: Wednesday, December 2, 7:30–10am | Office location: Ryan Library, Hughes Lab, Room 216B, Monday and Wednesday noon–1pm or by Zoom appointment |
| Additional info: | Additional info: |

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

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 comprehensive brand identity program for a high-end global restaurant. The course culminates in an oral presentation of design outcomes in the form of a brand 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 Professionalism: interpersonal skills showing kindness and caring for one another and for the work that you do; Take personal responsibility for your success; Practice healthy habits of working

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Note: (This book is a fantastic professional reference. \$31–\$35 on Amazon) You need it on day one!

1. [Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 5th edition, John Wiley & Sons, Inc. Hoboken, New Jersey. 2018 \(Links to an external site.\)](#)
2. Additional supplements

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Distribution of Student Learning Hours

| Category | Time Expectation in Hours |
|---|---------------------------|
| Lab time in person or online participation in discussions, groups, etc. | 4 hours 40 minutes/wk |
| Reading Assignments | 2–4 hours / first 2 wks |
| Written Assignments | 2–4 hours/ first 2 wks |
| Brand Identity Program Development | 9–12 hours/ wk |
| Quizzes, Surveys | 0 |
| Total Hours | 14–24 hours/wk |

COURSE SCHEDULE AND ASSIGNMENTS

Rebrand a high-end global restaurant across media

Weeks 1-8 (August 17 – October 5)

Part I: Primary Identity Elements (digital pitch deck)

Deliverables: Oral Presentation using a digital presentation deck

Weeks 8–10 (October 5 – November 2)

Part II: Selected Identity Applications (digital pitch deck)

Deliverables: Oral Presentation using a digital presentation deck

Weeks 11-16 (November 4 – December 4)

Part III: Digital Brand Manual (8.5" x 11" PDF)

Deliverables: Oral Presentation using a digital PDF uploaded to issuu.com

Week 16

Wednesday, December 2, 7:30–10am / Final

Ph. IV: Oral Presentation of your Brand Identity Program

Deliverables: issuu.com and print later using Blurb Magazine

Process Book: Although this is not graded and you won't turn this into me – Collect all course materials, research and development (There are opportunities for you to use this valuable data to show process in your portfolio. (Example: photograph your process and save as a digital .gif for your portfolio)

ASSESSMENT AND GRADING

Note: Clearly define a grading policy to avoid any confusion concerning expectations. It is most helpful if at least two things are present: 1) a point distribution and 2) a grading scale.

Student grades will be posted in the Canvas grade book no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the grade book as these comments are intended to help students improve their work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

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)

Write-up 1: Basics 10 points

Write-up 2 : Process 10 points

Write-up 3: Best Practices 10 points

Professionalism: 10 points

End Semester: IDEA Evaluation 10 points

Participate in SD Design Week: 50 points

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

Part I. Primary Identity Elements: 200 points

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

Part II. Selected Identity Applications: 200 points

Part III. Brand Manual Oral Presentation on issuu.com: 100 points

Part III. Brand Manual: 200 points

Standard Grade Scale Based on Percentages

| A | B | C | D | F |
|----------|----------|----------|----------|----------------|
| 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 | |

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 online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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 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. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) [Links to an external site.](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and

procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Face-to-Face Format

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic PoliciesLinks to an external site.](#) in the Undergraduate Academic Catalog.

Hybrid Format

At Point Loma Nazarene University, attendance is required at all scheduled classes. Adult Degree Completion courses are taught in the hybrid format, which means some class meetings will be face-to-face and some will be online.

Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week. (It may be any three days during the week.)

Face-to-face Portion of the Hybrid course

In blended or hybrid courses, if a student misses one face-to-face class then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses two face-to-face classes, the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

Online Portion of the Hybrid Course

If a student misses two online classes (fails to contribute to a discussion board) during the course, then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses three online classes (fails to contribute to a discussion board by the due date) during the course, then the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the

last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

1 missed F2F class = warning

2 missed F2F classes = de-enrollment

2 missed online classes = warning

3 missed online classes = de-enrollment

Online Format

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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 the [Office of Spiritual Development Links to an external site.](#)

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements Links to an external site.](#) information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.