

Course Syllabus

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 Edit

POINT¹⁹**LOMA**⁰²
NAZARENE UNIVERSITY

Department of Art + Design

Art 3033: Branding and Identity Programs

Number of Units: 3

Spring 2024

**Meeting days: Monday and
Wednesday**

**Instructor title and name: Maximo Escobedo, Adjunct
Professor, Design Professional**

Meeting times: 10:40am–1pm

Phone:

**Meeting location: Ryan Library,
Hughes Lab, Room 216**

Email: maximoescobedo@pointloma.edu

**Final Exam: Friday, May 3, 10:30–
1pm / Final**

**Office location and hours: Ryan Library, Hughes Lab,
216**

By 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, digital, and built environments). Students will use a comprehensive design process including research, analysis, business strategy, and organization to create a comprehensive brand identity program for a bohemian hotel. 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 Design Process:


1. Identify and define the design problem
2. Gather, analyze and synthesize information [Develop research and ideation skills]
3. Determine performance criteria for measuring success [Project rubrics]
4. Develop content and context [Cognitive, social, cultural, technological and economic issues]
5. Generate multiple solutions using a variety of media, technology, and critical thinking [of typographic and compositional design principles, formal structures and theories] to build prototypes for phase reviews
6. Evaluate and select appropriate solutions
7. Implement choices
8. Evaluate outcomes [Constructively critique and evaluate your work and the work of other designers both orally and in writing]

Practice Professionalism:

1. Learn to be flexible, nimble and dynamic
2. Practice attention to detail, organizational skills, and meet deadlines
3. Demonstrate care for yourself, your work, and others

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Note: (This book is a fantastic professional reference. \$31–\$35 on Amazon or buy at the bookstore)
You need to read the first chapter in the first week!

1. [Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 5th edition, John Wiley & Sons, Inc. Hoboken, New Jersey. 2018](https://www.amazon.com/gp/product/1118980824?pf_rd_r=TK64MRSVH3N8J0PSZ9SG&pf_rd_p=edaba0ee-c2fe-4124-9f5d-b31d6b1bfbee) 
(https://www.amazon.com/gp/product/1118980824?pf_rd_r=TK64MRSVH3N8J0PSZ9SG&pf_rd_p=edaba0ee-c2fe-4124-9f5d-b31d6b1bfbee)
2. Additional supplements

COURSE MATERIALS

Use desktop computers in Hughes Lab during class. (InDesign, Illustrator, Photoshop)

Ricoh color printer access in Hughes Lab (**Please add \$25.00 to your Student ID for printing this semester**)

Access to a wide variety of mixed-media and art supplies appropriate for your projects (TBD)

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.

Good technical pencil .5 (Pentel Twist-Erase or something like it)

COURSE SCHEDULE + ASSIGNMENTS

Rebrand a Hotel or Restaurant of your choice across media

Weeks 1-8 (Monday, January 8 – Wednesday, February 28)

Part I: Primary Identity Elements (digital pitch deck)

Deliverables: Oral Presentation using a **digital presentation deck**

Spring Break March 4–10

Weeks 9–10 (Monday, March 11 – Wednesday, March 20)

Part II: Selected Identity Applications (digital pitch deck)

Deliverables: Oral Presentation using a **digital presentation deck PDF. Upload to Canvas.**

Weeks 11-15 (Monday, March 25 – Wednesday, April 24)

Part III: Digital Brand Manual (8.5" x 11" PDF) Download Blurb Magazine Template to your own computer, Premium Paper. Final revisions and printing happen the following summer or semester.

Deliverables: Oral Presentation using a **digital presentation deck PDF. Upload to Canvas.**

Week 16 / Finals Week

Friday, May 3 / 10:30am–1pm / Final

Part III: Digital Brand Manual

Deliverables: Oral Presentation and **Brand Manual PDF spreads. Upload to Canvas.** Print in summer or following semester using Blurb

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):

Reading Write-ups

Write-up 1: Brand Basics 25 points

Write-up 2 : Process Basics 25 points

Write-up 3: Case Studies 25 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: 100 points

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

Part III. Brand Manual: 200 points

End Semester: IDEA Evaluation 25 points

Professionalism: 100 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	

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 <http://www.pointloma.edu/experience/academics/class-schedules> **Class Schedules** (<http://www.pointloma.edu/experience/academics/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 lose one grade point down. I will *not accept* an assignment later than 3 days past the due date, 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](https://www.pointloma.edu/offices/student-life-formation) (<https://www.pointloma.edu/offices/student-life-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](https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures) (<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>) to view which states allow online (distance education) outside of 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 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 \(http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278\)](http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278) for definitions of kinds of academic dishonesty and for further policy information.

ARTIFICIAL INTELLIGENCE (AI) POLICY

Use of Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) is not permitted, and use of these tools will be treated as plagiarism.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.


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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

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.

You may report an incident(s) using the [Bias Incident Reporting Form](https://cm.maxient.com/reportingform.php?PointLoma&layout_id=5)  (https://cm.maxient.com/reportingform.php?PointLoma&layout_id=5).

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. 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 or find a list of campus pastors at pointloma.edu/title-ix.

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 (3 days) of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent (6 days), the student may be de-enrolled without notice until the university **withdrawal** date or, after that date, receive an "F" grade."

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](#)




<https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349> information.





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


No cellphone use other than for classroom project needs. No personal social media use, texting, or watching videos are allowed. Thank you!

Course Summary:


Date	Details	Due
Mon Mar 6, 2023	 Week 2 Overview Project 1. Type Compositions Celebrate National Voter Registration Day 2020 Alignment-2	to do: 11:59pm
	 Week 3 Overview Copy-2	to do: 11:59pm
Mon Mar 13, 2023	 Week 4 Overview Project 1. Type Compositions Celebrate National Voter Registration Day 2020 Extreme Scale-2	to do: 11:59pm
Mon Jul 3, 2023	 Week 5 Project 2. Posters 2021 San Diego EarthFair Kick-off	to do: 10:40am
	 Week 6 Project 2. Posters 2021 San Diego EarthFair Ph. I	to do: 10:40am
	 Week 7 Project 2. Posters 2021 San Diego EarthFair Ph. II	to do: 10:40am
	 Week 8 Project 2. Posters 2021 San Diego EarthFair Ph. III-2	to do: 10:40am
	 Week 10 Project 3. Multi-	

	page Publication Cooper Hewitt Collection	to do: 10:30am
	 Week 11 Project 3. Multi-page Publication Cooper Hewitt Collection Ph. I	to do: 10:30am
	 Week 12 Project 3. Multi-page Publication Cooper Hewitt Collection Ph. II	to do: 10:30am
Fri Aug 4, 2023	 Week 15 Project 3. Multi-page Publication Cooper Hewitt Collection Final Presentation -2	to do: 10:30am
	 Week 9 Project 3. Multi-page Publication Cooper Hewitt Collection Kick-off	to do: 10:30am
	 Week 13 Project 3. Multi-page Publication Cooper Hewitt Collection Ph. III	to do: 11:59pm
	 Week 14 Project 3. Multi-page Publication Cooper Hewitt Collection Production Ph. I	to do: 11:59pm
Mon Nov 27, 2023	 Week 15 Part III. Brand Implementation Brand Manual (c. Selected Identity Applications + d. Contact Information)	to do: 1:30pm
Mon Dec 4, 2023	 Week 15 Overview Copy	to do: 11:59pm
Wed Jan 17, 2024	 Read Chapter 1: Brand Basics Write-up (https://canvas.pointloma.edu/courses/71223/assignments/1002485)	due by 10:40am
		
Mon Jan 22, 2024	 Read Chapter 2: Process Basics Write-up (https://canvas.pointloma.edu/courses/71223/assignments/1002487)	due by 10:40am
		


Wed Jan 24, 2024	 Part I. Primary Identity Elements: Ph. I Conducting Research — Brand Brief	to do: 10:40am
Wed Jan 31, 2024	 Part I. Primary Identity Elements: Ph. I Conducting Research, Brand Brief-3	to do: 10:40am
Wed Feb 7, 2024	 Part I. Primary Identity Elements: Ph. II Clarifying Strategy — Creative Brief	to do: 10:40am
Wed Feb 14, 2024	 Part I. Primary Identity Elements: Ph. III Designing Identity	to do: 10:40am
Mon Feb 19, 2024	 Part I. Primary Identity Elements: Ph. III Designing Identity	to do: 1:30pm
	 Part I. Primary Identity Elements: Ph. III Designing Identity	to do: 10:40am
Mon Feb 26, 2024	 Week 2 Overview Project 1. Type Compositions Celebrate National Voter Registration Day 2020 Alignment	to do: 11:59pm
	 Week 3 Overview Copy	to do: 11:59pm
Wed Feb 28, 2024	 Part I. Primary Identity Elements Presentation Deck + Oral Presentation (Weeks 1–8) https://canvas.pointloma.edu/courses/71223/assignments/1002482	due by 10:40am
		
	 Part I. Primary Identity Elements: Ph. III Designing Identity	to do: 10:40am

 [Part I. Primary Identity Elements: Ph. III Designing Identity](#)


to do: 10:40am

 [Week 14 | Part III. Brand Manual | Managing Assets: Ph. V -2](#)


to do: 1:30pm

 [Week 15 | Part III. Brand Implementation | Brand Manual | \(c. Selected Identity Applications + d. Contact Information\)-2](#)


to do: 1:30pm

 [Week 4 | Overview | Project 1. Type Compositions | Celebrate National Voter Registration Day 2020 | Extreme Scale](#)


to do: 11:59pm

 [Week 8 | Part I. Primary Identity Elements Oral Presentation Deck | Transition to Part II. Selected Identity Applications | Weeks \(8-10\)](#)

to do: 10:40am

 [Week 9 | Part II. Selected Identity Applications: Ph. IV Creating Touchpoints | \(Weeks 9-10\)](#)

to do: 10:40am

 [Week 9 | Part II. Selected Identity Applications: Ph. IV Creating Touchpoints | \(Weeks 9-10\) Copy](#)

to do: 10:40am

 [Week 15 Overview Copy-2](#)

to do: 11:59pm

 [Week 5 | Project 2. Posters | AIGA Get Out the Vote Campaign | Kick-off](#)

to do: 1:20pm

 [Week 6 | Project 2. Posters | AIGA Get Out the Vote Campaign | Design Ph. I](#)

to do: 1:20pm

Mon Mar 4, 2024

Mon Mar 11, 2024


Wed Mar 13, 2024

 [Week 7 | Project 2. Posters | AIGA Get Out the Vote Campaign | Design Ph. II](#)

to do: 1:20pm

 [Week 8 | Project 2. Posters | AIGA Get Out the Vote Campaign | Design Ph. III](#)

to do: 1:20pm

 [Week 9 | Project 2. Posters | Get Out the Vote Campaign | Design Ph. IV](#)


to do: 1:20pm

Mon Mar 18, 2024

 [Read | Chapter 3: Case Studies | Write-up](#)
(<https://canvas.pointloma.edu/courses/71223/assignments/1002486>)

due by 10:40am



 [Part III. Managing Assets: Ph. V. Brand Manual + Oral Presentation | \(Weeks 11–16\)](#)


to do: 10:40am

Wed Mar 20, 2024

 [Part II. Selected Identity Applications: Ph. IV Creating Touchpoints | \(Weeks 9–10\)](#)
(<https://canvas.pointloma.edu/courses/71223/assignments/1002483>)

due by 10:30am



 [Part II. Selected Identity Applications: Ph. IV Creating Touchpoints](#)

to do: 10:40am

Wed Apr 10, 2024

 [End-Semester IDEA Evaluation](#)
(<https://canvas.pointloma.edu/courses/71223/assignments/1002481>)

due by 10:40am



 [Week 10 | Project 3. Multi-page Publication Kick-off](#)

to do: 1pm

 [Week 11 | Project 3. Multi-page Publication | Design Ph. I](#)

to do: 1:30pm


Fri Apr 26, 2024

 [Week 12 | Project 3. Multi-page Publication | Design Ph. II](#)


to do: 1:30pm

 [Week 13 | Project 3. Multi-page Publication | Design Ph. III](#)


to do: 1:30pm

 [Week 14 | Project 3. Multi-page Publication | Production Ph. I](#)

to do: 1:30pm

 [Week 15 | Project 3. Multi-page Publication | Production Ph. II](#)

to do: 1:30pm

 [Part III. Brand Manual | Managing Assets: Ph. V | \(Weeks 11–16\)](#)
(<https://canvas.pointloma.edu/courses/71223/assignments/1002484>)

due by 10:30am



 [Semester Professionalism](#)
(<https://canvas.pointloma.edu/courses/71223/assignments/1002488>)

due by 10:30am



Fri May 3, 2024

 [Part III. Brand Manual + Oral Presentation | Managing Assets: Ph. V](#)

to do: 10:30am

 [Part III. Brand Manual | Managing Assets: Ph. V](#)

to do: 10:40am

 [Part III. Brand Manual | Managing Assets: Ph. V](#)

to do: 10:40am

 [Part III. Brand Manual | Managing Assets: Ph. V](#)

to do: 10:40am


 [Part III. Brand Manual | Managing Assets: Ph. V](#)

to do: 10:40am

 [Week 2 | Part I. Primary Identity Elements: Ph. I](#)


Wed May 22, 2024	Conducting Research, Brand Brief-2	to do: 10:40am
Wed Jun 5, 2024	 Week 3 Part I. Primary Identity Elements: Ph. II Clarifying Strategy, Creative Brief-2	to do: 10:40am
Wed Jun 12, 2024	 Week 4 Part I. Primary Identity Elements: Ph. III Designing Identity-2	to do: 10:40am
Mon Jun 17, 2024	 Week 5 Part I. Primary Identity Elements: Ph. III Designing Identity -2	to do: 1:30pm
Mon Jun 24, 2024	 Week 6 Part I. Primary Identity Elements: Ph. III Designing Identity-2	to do: 10:40am
Mon Jul 1, 2024	 Week 7 Part I. Primary Identity Elements: Ph. III Designing Identity-2	to do: 10:40am
	 Week 8 Part I. Primary Identity Elements: Ph. III Designing Identity-2	to do: 10:40am
Mon Jul 15, 2024	 Week 5 Making an animated.Gif	to do: 10:40am
	 Week 8 Part I. Primary Identity Elements Oral Presentation Deck Transition to Part II. Selected Identity Applications Weeks (8-10)-2	to do: 10:40am
	 Week 8 Project 2. Posters 2021 San Diego EarthFair Ph. III	to do: 10:40am
	 Week 9 Part II. Selected Identity Applications: Ph. IV Creating Touchpoints (Weeks 9-	to do: 10:40am

10) Copy-2

 [Week 9 | Part II. Selected Identity Applications: Ph. IV Creating Touchpoints | \(Weeks 9–10\)-2](#)

to do: 10:40am

Mon Jul 22, 2024

 [Part III. Managing Assets: Ph. V. Brand Manual + Oral Presentation | \(Weeks 11–16\) -2](#)

to do: 10:40am

Wed Jul 24, 2024

 [Week 10 | Part II. Selected Identity Applications: Ph. IV Creating Touchpoints -2](#)

to do: 10:40am

Wed Aug 21, 2024

 [Week 15 | Part III. Brand Manual | Managing Assets: Ph. V -2](#)

to do: 10:40am

Mon Aug 26, 2024


 [Week 13 | Part III. Brand Manual | Managing Assets: Ph. V -2](#)

to do: 10:30am

 [Week 16 | Part III. Brand Manual + Oral Presentation | Managing Assets: Ph. V -2](#)

to do: 10:30am

Fri Sep 6, 2024

 [Week 15 | Project 3. Multi-page Publication | Cooper Hewitt Collection | Final Presentation](#)

to do: 10:30am

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