

syllabus

Graphic Design II: Identity and Branding

Assistant Professor | Lindsey Brammell

AD 30301-01 CRN 22049 | WF 12:00pm–2:45pm | VA 212

course description | Prerequisite: AD 20502

This course will focus on the fundamentals of branding and how to create visual identities that extend past simple logo design. Students will research companies and products and craft specific, informed narratives with Illustrator-based designs in order to target appropriate audiences. Minimum grade of C- for credit towards Art and Design major degree requirements.

office hours | Room VA 223 | W 2:45pm–3:30pm or by appointment

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website | www.thelabdesignstudio.com/students.php

Class Policy

College-level courses, such as this one, are designed to require 2–3 hours of outside work for every hour the class meets. This means, in addition to attending class meetings, each student should be working 5–8 hours after each class (10–16 hours a week) to do well in this course.

Students are expected to attend each class meeting, on time, fully prepared, and ready to participate. Students who are not fully prepared, who have not shown project progression, or who have not produced enough work, **five (5) points** will be deducted from the project grade each class period the student is not prepared. **note: there are 100 points per project**

Students arriving to class late or leaving early, without receiving authorization or making arrangements in advance with the instructor, will be marked absent. To change an absence to a tardy/early departure, a student must meet with the instructor that day at the end of lecture for approval. **Each tardy/early departure is counted as ¼ an absence.** This means **four (4) recorded tardies or early departures will count as one (1) absence.**

Attendance is a required component of this course and students are expected to attend class for its entirety. Excessive absences, tardiness, and/or leaving class early will be reflected in the final grade. Each student is granted **three (3) absences** for the semester. **Each additional absence will result in the drop of one full letter grade** in the student's final grade.

If you are feeling ill, exposed to someone who tested positive for COVID, or you have tested positive for COVID, do not come to class. I will work with you to make up the class so it doesn't count as an absence. Please fill out a "Cares Form" if you do test positive or had exposure.

You will not be penalized for extreme emergency. Please note: vacations and work-related absences do not qualify as excused absences. If you miss class in order to participate in university-sponsored events, you must meet with me one week prior to the absence to make up the class. In the event of serious or extended illness, or family emergency, the Dean's office should be notified.

Participation Requirements

This class will reflect the behavior of a design firm. There will be group critiques throughout the semester. Intermittently, you will be meeting one on one with the client (your instructor). If "the client" rejects the direction you are headed, you must modify your design. Do not show up late or unprepared, every class imitates a client meeting and visuals are mandatory.

Grading System

Attendance for assignment critique is mandatory. Students arriving to the final presentation late, without receiving authorization from the instructor prior to the class period, **ten (10) points will be taken from their project grade.**

Students are expected to complete all projects within the given time frame. Projects are due at the time outlined in the assignment sheet and may not be submitted after the due date. **Projects will be evaluated as presented on the due date.** The instructor reserves the right to change any and all due dates with prior notice to the students.

An A is outstanding and original work, strong weekly performance, professional attitude, excellent presentation skills, strong participation in all class critiques, and completing assignments on time. B is solid work in all of the above. C is average work in all of the above. D is passing but a low grade. F is failing.

A+	4.0	97–100%
A	4.0	93–96%
A-	3.7	90–92%
B+	3.3	87–89%
B	3.0	83–86%
B-	2.7	80–82%
C+	2.3	77–79%
C	2.0	73–76%
C-	1.7	70–72%
D+	1.3	67–69%
D	1.0	63–66%
D-	0.7	60–62%
F	0	0–59%

Required Materials

You will be responsible for paying for your prints and paper. Neenah papers has some beautiful papers to use. The print shops can either order it for you or you can purchase some and bring to the print shops.

Recommended Books | Sources

Adobe. Classroom in a Book

Armstrong, Helen. Graphic Design Theory

Bass, Jennifer. Saul Bass: A Life in Film and Design

Carson, David. Trek: David Carson, Recent Work

Carson, David. The End of Print: The Grafik Design of David Carson

Chen Design Associates. Fingerprint

Glaser, Milton. Milton Glaser: Graphic Design

Hofmann, Armin. Graphic Design Manual

Licko, Zuzana. Emigre No. 70

Lupton, Ellen. Thinking With Type

Tolleson Design. Soak Wash Rinse Spin

Sagmeister, Stefan. Sagmeister: Made You Look

Sagmeister, Stefan. Things I Have Learned In My Life So Far

Scher, Paula. Make It Bigger

Simmons, Christopher. Just Design: Socially Conscious Design for Critical Causes

Venezky, Martin. It Is Beautiful Then Gone

Recommended Websites | Sources

Milton Glaser

<http://www.miltonglaser.com/>

Seymour Chwast

<http://pushpininc.com/>

Paul Rand

<http://www.paul-rand.com/>

Saul Bass

<http://saulbass.tv/>

Martin Venezky

<http://appetiteengineers.com/>

Ed Fella

<http://edfella.com/>

Neville Brody

<http://www.researchstudios.com>

Michael Vanderbyl

<http://vanderbyldesign.com/>

Michael Manwaring

<http://manwaring.com/>

Jennifer Morla

<http://morladesign.com/>

Steve Tolleson

<http://tolleson.com/>

Rudy VanderLans and Zuzana Licko

<http://emigre.com/>

David Carson

<http://davidcarsondesign.com/>

Paula Scher

<http://www.paulaschermaps.com/>

Stefan Sagmeister

<http://sagmeister.com/>

Jennifer Sterling

<http://jennifersterlingdesign.com/>

Adam Brodsley and Eric Heiman

<http://volumesf.com/>

Cinthia Wen

<http://designatnoon.com/>

Carin Goldberg

<http://caringoldberg.com/>

Accommodations for Students with Disabilities

Purdue Fort Wayne strives to create inclusive learning environments and experiences for all students. If you anticipate or experience physical or academic barriers based on disability, please let me know immediately so that we can discuss options. You are also welcome to contact the Disability Access Center (DAC) to begin this conversation or to establish accommodations. You may contact the DAC at 260-481-6657, dac@pfw.edu, or by visiting their office in Walb Union, Room 113. For more information, please visit the DAC website at pfw.edu/dac

Dates to Remember

January 10-16 Late Registration and Drop/Add

January 16 Last Day for full refund

February 7 Pass/Not Pass Deadline

March 18 Last Day to request Class Withdrawals

Grading Breakdown

Branding Design I $\frac{1}{3}$

Branding Design II $\frac{1}{3}$

Branding Design III $\frac{1}{3}$

Grading Criteria and Course Learning Outcomes

Craftsmanship – attention to detail

Typography Skills – use of type hierarchy

Color & Composition – color and negative space

Graphics – interesting design style

Critique – spoken language and giving informative critiques

Presentation – presenting work professionally and clearly

Design Process – methodical consideration of project

Perception – concept, clearly thought out projects

Creativity – abstract approach to designing the project

Learning Curve – knowledge learned from project

date	day	readings	assignment
1/12	W	syllabus	
1/14	F	<i>group critique</i>	mind-map 20 thumbnails
1/19	W		4 wireframes
1/21	F		soft proof
1/26	W		soft proof
1/28	F		soft proof
2/2	W		soft proof
2/4	F	<i>group critique</i>	hard proof
2/9	W		mock-up
2/11	F		comp.
2/16	W	<i>group critique</i>	branding 1
2/18	F		mind-map 20 thumbnails
2/23	W		4 wireframes
2/25	F		soft proof
3/2	W		soft proof
3/4	F		soft proof
3/9	W	<i>no class</i>	
3/11	F	<i>no class</i>	
3/16	W	<i>group critique</i>	hard proof
3/18	F		mock-up
3/23	W		comp.
3/25	F	<i>group critique</i>	branding 2

date	day	readings	assignment
3/30	W		mind-map 20 thumbnails
4/1	F		4 wireframes
4/6	W		soft proof
4/8	F		soft proof
4/13	W		soft proof
4/15	F		soft proof
4/20	W	<i>group critique</i>	hard proof
4/22	F		mock-up
4/27	W		comp.
4/29	F	<i>group critique</i>	branding 3
Exam Week		<i>submit via email</i>	files

schedule

critique=project that is due

assignments=deliverables that are due

project 1

Branding Design

You will be required to research, strategize, propose, design, and implement a branding design for a small Fort Wayne coffee shop, brew pub, or restaurant. Branding design creates a visual system that makes a product, service, or organization easily identifiable.

Include in your branding design a logo, business card, letterhead, envelope, and menu design.

Logo: 4"wx2"h

(image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Business Card: 3.5"x2"

(logo, phone number, mailing address, and if applicable email and website address).

Letterhead: 8.5"wx11"h

(logo, phone number, mailing address, and if applicable email and website address).

Envelope: 9.5"wx4.125"h

(logo and mailing address). Do not design on lower right corner of envelope.

Due: February 16

project 2

Branding Design

You will be required to research, strategize, propose, design, and implement a branding design for the Fort Wayne Children's Zoo. Branding design creates a visual system that makes a product, service, or organization easily identifiable.

Include in your branding design a logo, business card, letterhead, envelope, and poster design. Choose an animal from the zoo and design an infographic about the characteristics of that animal. You will need to include at least 3 characteristics. The title for the poster will be "Fort Wayne Children's Zoo, A Whole New Way to Explore".

Logo: 4"wx2"h

(image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Business Card: 3.5"x2"

(logo, phone number, mailing address, and if applicable email and website address).

Letterhead: 8.5"wx11"h

(logo, phone number, mailing address, and if applicable email and website address).

Envelope: 9.5"wx4.125"h

(logo and mailing address). Do not design on lower right corner of envelope.

Poster: 12"w x 18"h or larger.

Due: March 25

project 3

Branding Design

You will be required to research, strategize, propose, design, and implement a branding design for a small Fort Wayne company. Branding design creates a visual system that makes a product, service, or organization easily identifiable.

Include in your branding design a logo, business card, letterhead, envelope, and environmental design. Come up with a phrase or slogan for the company. Design a prototype for the environmental design that will be displayed on one of the interior or exterior walls in the building.

Logo: 4"wx2"h

(image and name of company).

Use one to three PMS (Pantone Matching System) colors.

Business Card: 3.5"x2"

(logo, phone number, mailing address, and if applicable email and website address).

Letterhead: 8.5"wx11"h

(logo, phone number, mailing address, and if applicable email and website address).

Envelope: 9.5"wx4.125"h

(logo and mailing address). Do not design on lower right corner of envelope.

Due: April 29