Syllabus

MCOM 3380 Brand Identity Design

TUESDAYS 9:30 AM – 10:50 AM
SPRING 2024

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(The best way to contact me is by email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:

Brand Identity Design covers the theory and practice of creating brand identity design products. A brand is expressed in a system of tangible items that fuel the recognition of that brand. These items typically have a strong identity that separates them or makes them stand out. This course encourages students to learn brand strategy and what it takes to Zag or be very different. By practice, learn how to create and design projects, such as logos and business cards, that support and enhance a brand with various graphic applications. There will also be a special project to be announced each semester. (MCOM 2306 Media Design or demonstrated competency with software.)

Student Learning Outcomes:

1) Demonstrate progressive Adobe Creative Suite application competency with the following applications, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.
2) Create their own graphics and creative projects such as logo design, ad designs, brochures, stationery, photography and more with the use of these applications.
3) To understand various methods of creating brand identity products such as (but not inclusive of all) logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication.
4) Using preferred brand identity methods, research and communicate the viability of an idea or a brand with a strategy.
5) With the creative brief as a guide, apply the theories of design to create an identity for a product or service. Construct a style or graphics standards guide to support a consistent brand image.
6) Understand what differentiates or sets a product apart from others.
7) Know how to draw up a brand strategy, client brief and design strategy.

Required Textbooks and Readings:

- LIBRARY: Free ebook
  Brand Identity Essentials, Revised and Expanded, 100 Principles for Building Brands
  by Kevin Budelmann; Yang Kim
  https://go.openathens.net/redirector/uttyler.edu?url=https%3A%2F%2Febookcentral.proquest.com%2Flib%2Futtyler%2Fdetail.action%3FdocID%3D5762383
  Publisher: Rockport Publishers
  ISBN: 9781631597084, 1631597086
  eText ISBN: 9781631597091, 1631597094
  Copyright: 2019
  (and in Vitalsource – Not free)

- Purchase – Bookstore
  Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between Paperback – March 27, 2014 by Gabrielle Weinman (Author)
  ISBN-10: 1496143396, ISBN-13: 978-1496143396

- LIBRARY – Free ebook
  Packaging Essentials: 100 Design Principles for Creating Packages, by Candace Ellicott and Sarah Roncarelli.
  https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=3399726

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  Other items not required:
- Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover]
  by Alina Wheeler Edition: 5th 18
  ISBN: 9781118980828
  EBOOK: by Wheeler, Alina (9781119375418) SKU:9781119375418 - 5TH 18
  Or through VitalSource
  https://www.vitalsource.com/referral?term=9781119375418

- Zag: The Number One Strategy of High-Performance Brands [Paperback]
  ISBN-13: 978-0321426772 ISBN-10: 0321426770 Edition: 1st by Marty Neumeier
  EBOOK: by Neumeier (9780132798129) SKU:9780132798129 – 07
  Or through Vitalsource at:
  https://www.vitalsource.com/referral?term=9780132798129

Adobe Creative Cloud Subscription - $19.99 Month (Not required, but helpful for 24-hour access to Adobe applications).
Alternative: Make use of the school-supplied lab computers in CAS 106.

Additional Cost:
Piddlin' Pottery - $15 - $25 (required)

Additional supply cost - $20
Design Club Membership - $10
[Dallas Society of Visual Communicators](#) DSVC - $6.50 month, or $50 year

Special Course Notes: -- The listed items are required.

1) A PC or Macintosh computer that is capable of running graphic applications. A minimum of 8 Gb of RAM or more. Mini-computers are not recommended.
2) The computers in CAS 106 are available for your use according to the schedule posted, but now another class is in session.
3) Permission form for use of photographs and artwork in publications and websites.
4) Field Trip – Attend two learning sessions at Tyler Innovation Pipeline.
5) A large part of this course involves learning graphic design tools by exercise.
6) Guest Speaker – Attend
7) Join Art Organization
8) Photography/Video Consent Form

Assignments and weights/point values

1.	Exercises	25%
	(May include: Field Trips, Guest Speakers, Critiques, Class Participation, and more)	
2.	Exams or Quiz	30%
3.	Projects	
	(May include: Service Project, and more).	35%
4.	Attendance	10%
	Total	100%

Grading Scale:

A	93% or greater
B	83 – 92%
C	73 – 82%
D	63 – 72%
F	below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time, you will receive full credit for late work. Other situations may result in a 10 – 20 pt—grade reduction.

Graded Course Requirements Information: TEC 51.9705 (HB 2504) Detailed information will be provided in class and on Canvas.

1) Course Beginning
   a) Introductory Exercise
   b) Quiz - To show understanding of course objectives.

2) Brand Identity Essentials, Do-It-Yourself Brand Design and Packaging Essentials:
   a) Exams
   b) Design a personal brand identity
   c) Special Project
   d) Brand Bible
   e) Portfolio

Calendar of Topics, Readings, and Due Dates

Note the last date to drop the course is included in the calendar along with the final exam date and time.

A – Assignment   LEC – Lecture   DIS – Discussion   CRIT – Critique

Module 1: Introduction / Zag / Graphic Design / Designing Brand Identity			
Week #	*Date*	*Class Topic*	*Readings/Exams*
Week 1	T 1/16	ASSIGN – Getting Started Due 1/25 ASSIGN – Introductory Exercise, Due 1/25 *(Favorite Game)* Read – Syllabus	*Read: Brand Identity Essentials (BID) Ch 1* *Read: Do-It-Yourself Brand Design*
	TH 1/18	Chapter 1 of Brand Identity Essentials (BID), Graphic Design Overview, Brand Identity Historical Overview - Discussion *Questions*	
Week 2	T 1/23	Chapter 1 of BID & DIYBD - Discussion *Questions* *Look at Intro Exercises*	
	TH 1/25	Chapter 1 of BID ASSIGN – *DIYBD PERSONAL BRANDING – PART 1* *Template, Checkpoints, Name, Brief, Thumbnails & more - Due 2/1* *Finished logo - Due 2/8*	DUE: *Intro Exercise* DUE: *Getting Started Quiz*
Week 3	T 1/30	Chapter 2 of BID - Discussion *Questions*	
	TH 2/1	CRITIQUE 1 – *Personal Brand Pt 1*	EXAM BIE Online – *Ch 1* *Read BID: Chapter 2*
Week 4	T 2/6	Chapter 2 of BID - Discussion *Questions* ASSIGN – *DIYBD PERSONAL BRANDING – PART 2* *Mood Board, Style Clues, Ad Design thumbnails, Due 2/15*	

		Finished Ad – Due 2/20	
	TH 2/8	Chapter 2 of BID - Discussion *Questions* CRITIQUE 2 – *Personal Brand Pt 1 (Finished logo design & business card)*	
Week 5	TH 2/13	Chapter 3 of BID - Discussion	*Exam BIE Online – Ch 2 Read BID: Chapter 3*
	T 2/15	Chapter 3 of BID - Discussion *Questions* CRITIQUE 1 *Personal Brand Pt 2 (Mood Board, Style Clues, Ad Design Thumbnails)*	
Week 6	T 2/20	Chapter 3 of BID - Discussion CRITIQUE 2 *Personal Brand Pt 2 (Ad Design)*	
	TH 2/22	*FIELD TRIP:* Business Product or Game Board Design Work on Exercise	*Exam Online – Ch 3 Read: Packaging Essentials*
Week 7	T 2/27	Lecture/Discussion: Game Board	
	TH 2/29	ASSIGN PACKAGE 2 - Business or Game Board Brand Identity. (Includes: Creative Brief, Strategy, Logo, Thumbnails) Thumbnails Due: 3/5 Logo 1st Proof Due: 3/19 Game Board Due: 3/28 Game Board Due: 4/2	*I will decide whether to go with the Business or the Game Board. Not both.*
Week 8	T 3/5	CRITIQUE 1 PACKAGE - Game Board Logo Thumbnails or Business Logo Thumbnails/ Pick best	
	TH 3/7	Lecture/Discussion: Packaging Essentials / Board Game Package / Set up in App (IND or ILLU)	
Week 9	T 3/12	*SPRING BREAK*	
	TH 3/14	*SPRING BREAK*	

Week 10	T 3/19	*CRITIQUE 2 PACKAGE* – 1st Proof Logo of Business or Logo of Board Game.	
	TH 3/21	*Work on Package 2 – Board Game*	*Quiz Online: DIYBD & Packaging Essentials*
Week 11	T 3/26	*Work on Package 2 – Board Game*	
	TH 3/28	*CRITIQUE 3 PACKAGE* – *Board Game*	
Week 12	T 4/2	*CRITIQUE 4 PACKAGE* – *Board Game*	
	TH 4/4	*ASSIGN PACKAGE 3* - *Brand Bible, Due 4/18*	
Week 13	T 4/9	*Work on Brand Bible*	
	TH 4/11	*Work on Brand Bible*	
Week 14	T 4/16	*ASSIGN: PORTFOLIO*	
	TH 4/18	*CRITIQUE 1 BRAND BIBLE*	
Week 15	T 4/23	*Work on Projects*	
	TH 4/25	*CRITIQUE 2 BRAND BIBLE* *CRITIQUE PORTFOLIO*	
Finals	5/1-3		