COURSE DESCRIPTION: ARTC 1392-23001  Visual Branding
This course will focus on branding as it pertains to the creative process. Design methods such as logo development, brochure and web site integration will be covered. Strong emphasis will be placed on working within an agency inspired class setting.

COURSE OBJECTIVE
This course will concentrate on the relationship between strategy and design. Design elements such as logo development, brochure and web site integration, and how they all work together to create a brand’s identity will be explored. Students will develop the necessary skills needed to visually enhance a brand and create their own effective creative process.

COURSE COMPETENCIES
· Define and comprehend the basics of visual branding
· Examine the relationship between strategy and design
· Analyze the process of building a brand
· Critique well-known brand identities
· Research and interpret the elements utilized in a successful brand identity
· Develop and implement a step-by-step creative process
· Produce and present your own brand identity by integrating individual design elements; such as logo, brochure, poster, web site, and promotional items
· Discover how to work in an agency-inspired setting

SPECIFIC CLASS POLICIES
Attendance Policy
Attendance is mandatory to the learning process. You are expected to attend class each week. You will be allowed (3) unexcused absences. Every unexcused absence after this will lower your final grade by a letter grade.

NOTE: Class attendance and course progress is the responsibility of the student.

Late Work
· Late work will cause your project grade to drop one letter grade per class period.
· All work is to be completed in full and turned in to the Instructor.

Examination Policy
Exams may be given in class or online. If given in online, you will be allowed 1-week to complete the exam. Exams will NOT be able to be taken at a later time unless there is a valid excuse; i.e. death in family or severe illness.
COURSE REQUIREMENTS

Supplies

· Notebook (for taking notes)
· Internet Access (for brand audit research project)
· Adobe Creative Suite (for design project)

COURSE SCHEDULE -  *The schedule is subject to change without notice*

-----> PLEASE NOTE: In order to meet the required number of course contact hours, students are required to complete an additional 2 hours and 40 minutes of lab time per week on their own.

Week 1: Introduction to class, Review of syllabus
Week 2: Part I: Basics, pg. 2-26
Week 3: Brand Ideals and Brand Elements, pg. 28-64
Week 4: Part 2: Process, pg. 102-114
Week 5: Conducting Research & Clarifying Strategy, (Phase 1 & 2) pg. 116-142
  · Overview of Individual Project/ Begin working on Individual Project
Week 6: Designing Brand Identity, (Phase 3) pg. 144-162
  · Work on Individual Project
Week 7: Creating Touchpoints & Managing Assets, (Phases 4 & 5), pg. 164-208
  · *Individual Project Presentations*

----------------- WEEK 8: SPRING BREAK | MARCH 18-22 <------------------

Week 9: Part 3: Practice, Case Study #1: Beltline Bike Shop, pg. 226
  · Establish Agencies
  · Establish Agency Names and Roles in each Group Project
Week 10: Case Study #2: Kleenex, pg. 264
  · Work on Branding Project
Week 11: *Deliver Initial Pitch of Branding Project*
Week 12: Case Study #3: (RED), pg. 284
  · Work on Group Project
Week 13: Work on Group Project
Week 14: Work on Group Project
Week 15: Work on Group Project
Week 16: *Group Project Presentations*
GRADING CRITERIA:
Each student will be graded on the following: class participation, readings, individual assignment, and group project.

Class Participation: 10% of final grade
This includes your participation in class discussions, attendance, motivation, completion of assignments and how well you work with classmates.

Reading Assignments: 20% of final grade - (2) tests worth 10% each
There will be weekly reading assignments. You are expected to complete each assignment. There will be (2) tests throughout the semester to evaluate your comprehension of the textbook materials.

Individual Assignment: 30% of final grade
The individual assignment will consists of a write-up and presentation of a brand of your choice that exemplifies successful branding. You will be given the freedom to choose from a:

- Company: i.e. Apple, Nike
- Campaign: i.e. Target’s “Expect More. Pay Less.”, BMW’s “The ultimate driving machine.”
- Product: i.e. iPhone, Red Bull
- Celebrity: i.e. Jay-Z, Kim Kardashian -- YES! More than ever celebrities are considered brands. Warning: if you choose a celebrity you will have to fully articulate why that person is considered a brand.

It will be best to choose a brand, campaign, product or celebrity that you are excited about and can find ample research. There will be a separate form concerning the outlines and criteria for the individual assignment. However, you will have to answer the following questions in your write-up and during your 5-minute presentation:

1. A brief, but concise, description of the brand?
2. What message are they trying to sell?
3. Who are they trying to target?
4. Why do you consider their branding efforts to be successful?
5. What visual element would you add or delete from the brand identity?

NOTE: You will be graded on you ability to research, analyze, explain, and critique the brand’s message.

Group Project: 40% of final grade
More explanation of the group project will be issued later.
A huge portion of your class evaluation is the visual branding project that will be completed in groups. Each group will conduct themselves as a creative agency (feel free to choose a company name) where team members take on roles such as Creative Director, Art Director, Production Artist, and Project Manager. Each team will be
required to create a campaign for a brand or product assigned by the professor. Each campaign will consist of (4) design elements: logo, (2) print pieces such as poster, flyer or brochure and a surprise promotional element chosen by each creative agency. The surprise promotional piece can be packaging, T-shirt design, coffee cups, stickers, etc... Your agency will be competing against the other agencies in class and evaluated based on your:

1. **Process:** how well did your team implement the five phases of the creative process: Conduct Research, Clarify Strategy, Design Identity, Create Touchpoints, and Manage Assets
2. **Presentation:** your team’s ability to “pitch” your campaign
3. **Performance:** your ability to work as a group and carry out your creative role

**RECEIVING YOUR GRADES**

End-of-semester grades will not be mailed to you by the college. To receive your grades you will have two options: through the Internet or through Telephone Touch-Tone System.

**Access Grades via Internet:**
1. Go to Dallas County Community College web site (http://www.dcccd.edu)
2. Next, look at the Online Services heading
3. Under the Online Services heading, click on eConnect-Register, Pay, Check Grades
4. You are now on the student menu
5. Next click on My Personal Information (this will expand the menu)
6. Now click on My Grades
7. Enter your seven digit student ID (not our social security #)
8. Enter your password or if it is your first time use the system to enter your date of birth
9. Now select the grade type you wish to review (CR-Credit Grades) and click submit
10. Grades start with “oldest” term- now find yours

**Access Grades via Telephone:**
1. Dial 972-613-1818
2. Press 2 for grades

**GENERAL OPERATING POLICIES**

**Academic Honesty Policy:**
All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior at Brookhaven College. Further, it is understood that the instructor sets the standards of academic honesty in the classroom, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated:

  a. Cheating - intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.
3. Enter 1 and wait for directions to enter your seven digit Student ID#
4. Enter PIN (Six digit -- Example: Date of birth March 13, 1975 -- 031375)
5. Select correct option for the semester grades you are inquiring about
   b. Collusion - unauthorized collaboration with another person in preparing work offered for credit, i.e.: providing exam information to another student, working collectively on assignments intended as individual tasks.
   c. Fabrication - intentional and unauthorized falsification or invention of any information in an academic exercise.
   d. Plagiarism - intentionally representing the words, art, design and/or ideas of another as one’s own in any academic exercise.

Notification of Absence due to Religious Holy Day(s):
Students desiring to observe a religious holy day, which will result in a class absence, must notify their instructor in writing, for each class, no later than the 15th calendar day after the first class day of the semester in which the absence will occur. The student is required to complete any assignments, turn in any work or take any examinations, within a reasonable time, which may have been missed as a result of the absence.

Americans with Disabilities Policy Statement:
If you feel you may need an academic adjustment, such as help with taking notes, etc., because of any type of physical disability or learning difference, please talk with your instructor during office hours or by appointment before the end of the second week of classes. You may also contact Special Services at 972-860-4847 for advisement and counseling.

Sexual Harassment Policy:
No student or employee of the college shall engage in sexual harassment, which is a form of discrimination on the basis of sex. For general policy and procedure, purposes, sexual harassment may be described as unwelcome sexual advances, requests for sexual favors, or other physical and expressive behavior of a sexual nature. A complaint alleging a violation of one or more of the foregoing provisions may be filed by any employee or student affected by the conduct or action. Any person may report an alleged violation of this procedure, whether or not the person is affected by the conduct or action. Reports of sexual harassment shall be make informally to Brookhaven College Human Resources personnel or Mildred Kelley at 972-860-4195, or formally, in writing, to the DCCCD Vice Chancellor of Educational Affairs. Investigations of complaints will be initiated only with the consent of the individual who filed the complaint. To the extent possible, the proceedings will be conducted in a confidential manner in order to best protect the interests of both parties.
Internal Transfer:
A credit student may transfer to non-credit status after the refund period and on or before the final drop date of the semester. No student will be permitted to transfer after that date. Please consult with your instructor if you wish to utilize this transfer process.

Drop Policy:
If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. **If you are unable to complete this course you must withdraw from it by April 18th, 2013.** Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an “F”. Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor first.

STOP BEFORE YOU DROP
For students who enrolled in college level courses for the first time beginning in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

Tutoring:
The Special Services Center offers tutoring to any Visual Communications Program Student free of charge. Student must be enrolled in a program class and be working on a declared certificate or degree in Visual Communications. If you feel like you would benefit from the tutoring program, please consult with your instructor and/or contact Special Services at 972-860-4847.

Macintosh Lab Policies:
1. There is absolutely NO food or drink allowed in the Mac Computer Labs at any time.
2. All students must sign in and out — Open Lab Policy.
3. All materials checked out or borrowed are the responsibility of the student and must be returned upon leaving lab. (Wacom Tablet pens, source books, etc.)
4. Students will not download, install and/or alter any software on computers or reconfigure computers in any way without specific permission. Please consult lab assistant with questions and/or problems or particular needs.
5. No Students are allowed in the labs except during posted Open Lab Hours. Lab Hours are posted by the second week of the semester outside of each lab. Students will not interrupt other classes while classes are in session to use computers.

6. When printing to the Epson Color printer, assistance from Lab Staff is REQUIRED.

7. Labs will close ON TIME. All students using the labs should plan to pack up and shut down the computers at least 10 minutes prior to closing.

8. Lab Assistants are NOT tutors. Tutoring is available through the Special Services office. Lab Assistants help with printing, computer problems, and other technical problems only. For clarification with assignments and projects, please refer to Instructor. For help with software when faculty member is not available, please see the Instructional Associate.

7. The Brookhaven College Student Code of Conduct is published in the College Catalog and the Student Handbook. All students are encouraged to read and become familiar with these campus policies.

**FINANCIAL AID STATEMENT**

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

When in class or lab — the instructor discourages the use of cell phones.