b+i

corporate and brand identity on the web

Corporate and Brand Identity on the Web: VIC5315
University of Florida

Summer 2014

Course number: VIC5315
Credits: 03
Meeting times: Wednesday evenings, 6pm – 9pm EST

Course Instructor:
Lianne Jepson
Email: via Sakai, checked at the end of each weekday
Office Hours: online, by appointment

About this course:

This course synthesizes two different but complementary tools of communication: graphic design and assembly (both print and electronic). My purpose is to teach you the fundamental design principles and techniques for creating effective visual communication in brand identity. These principles and techniques are applied, through projects and exercises, to achieve a communication objective across various forms of media.

We will discuss ideas, design concepts and have project reviews in class in a constructive critique format. Class will be much like working in a studio together. This will promote collaborative learning, strengthen your creative processes, and prepare you for professional situations in which you will be required to present your brand identity projects.

Adobe Illustrator is an effective tool for creating original artwork, designing logos, banners, icons and navigational elements for online and print material. You will learn the technical skills of Adobe Illustrator, enabling you to use them these skills on class and professional projects.

Objectives:

This course will cover the need for and means to deliver strong visual identity. Through case studies and practical, hands-on experience, you will learn to develop and execute designs for any media. In this course you will:

- · Learn how to create and deliver a strong brand identity for a variety of media.
- · Master and apply the basic and advanced features of Adobe Illustrator.
- · Gain new insights into the creative process.
- · Generate ideas individually and as part of a team.
- · Improve presentation skills.
- · Acquire essential design principles and layout skills.
- · Constructively evaluate your own work and the work of others.
- · Create complete, well-executed portfolio projects.

Expectations:

- · Attend and participate in live sessions (video/voice/chat).
- · Complete and present projects and assignments on assigned dates.
- · Keep up with assigned reading, and complete reading assignments.
- · Keep up assigned illustrator skills videos.
- · Come up with your own ideas and images, but feel free to be inspired by anything you see.

Participation:

You will be expected to participate in class discussions, critiques and activities.

Project Presentations:

Projects will be presented and critiqued in class using Adobe Connect and will be due for a grade in Sakai. Your projects must be complete at the time they are presented. You will be asked to contribute with questions, comments, and suggestions during peer presentations.

In-Class activities:

You will be expected to participate and contribute in individual and group in-class activities.

Blogs/competition websites:

You will be asked research branding and design blogs/competition websites. You may be called upon in class to share your findings that are relevant to the topics discussed in class.

Inspiration Library:

It is important that you maintain a steady flow of incoming inspiration while keeping up with current effective and non-effective Branding and Identity trends. During this course, we will be creating an "Inspiration Library" in Sakai, sharing links to examples of branding and identity projects that you think are worth noting. Learning how to

extract design principles from existing branding + identity projects and understanding their applications is fundamental. Topics will be announced weekly. You are also encouraged to share off topic links.

Illustrator Skills Instruction:

Video links and corresponding exercises will be assigned weekly and posted in Sakai. You will also practice your illustrator skills during in-class activities. It is your responsibility to watch the assigned instructional videos and complete assignments.

Projects:

You will have 4 major projects and a portfolio project to conclude the semester. Each project will be assigned with ample time to complete. Project details will be assigned and discussed in class. Projects will be presented and critiqued during class.

*All projects are to be submitted in Sakai, as PDF files (naming convention: lastname_project#_summer14). No Illustrator files necessary.

Project 1: Brand Yourself
Project 2: Brand Re-design
Project 3: Client Specific
Project 4: Online Competition
Portfolio: This may be presented as an actual website or as a pdf

Late Submission Policy:

Assignments and projects are due at the specified date and time. Late assignments will be graded down 10 points per day late. Technical issues are not an excuse for late work, so always make sure your work is backed up. Contact me ahead of time regarding special circumstances.

Grading

Project 1: 100 points
Project 2: 100 points
Project 3: 100 points
Project 4: 100 points
Portfolio: 50 points
Participation: 100 points
Inspiration library: 50 points
Illustrator Skills Assignments: 20 points each (5 total)
Reading Assignments: 20 points each (5 total)
Total: 800 points

A 95-100
A- 90-94.9
B+ 86-89.9
B 83-85.9
B- 80-82.9
C+ 76-79.9
C 73-75.9
C- 70-72.9
D+ 66-69.9
D 63-65.9
D- 60-62.9
F 0-59.9

* Grading rubrics will be included in each assignment sheet.
* Please allow 1-2 weeks for projects to be graded.

Materials:

It is recommended that you back up your work to an external hard drive during the semester.

Process is important, and many times it is best to start your projects by hand sketching them on paper (or tablet). I recommend dedicating a non-ruled sketchpad to this course, preferably something small enough to carry around with you. Having a sketchpad will give you the opportunity to sketch out ideas while away from your computer. This is a great way to figure out main ideas before you start making your work digital in Illustrator. I will go over basic sketching techniques in class. There are also a number of free apps that are available to you if you chose to use a tablet.

* Remember to save different variations of your work in illustrator, as I may ask to see your work process.

Textbooks:

Budelmann, K., Y. Kim, & C. Wozniak (2013). Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands. Rockport Publishers.
Also available in a Kindle edition.

Wheeler, Alina (2013), Designing Brand Identity, Fourth Edition: An Essential Guide for the Whole Branding Team. Wiley Publishers.

* Reading assignments will be posted in Sakai.

Tentative Schedule

Week	Class	Skills Homework
May 14	Course intro, Branding + Identity Basics, Assign Project 1: Brand Yourself	Intro, Making a Document, Working with Artboards, Getting Around
May 21	Design Fundamentals, In-class activity	Making Line Art, Drawing Geometric Shapes, Working with Type
May 28	Project 1 critiques, Assign Project 2: Brand Re-design	Using the Pen Tool, Fills and Strokes
June 4	The creative process, Research: understanding the client + audience, In-class activity	Tracing an Image, Scaling and rotating, Strokes, Dashes and Arrows, Gradients
June 11	Style guides, Creative Briefs, In-class activity	Painting Free-Form Shapes, Dynamic Effects
June 18	Project 2 critiques, Assign Project 3: Client Specific	Blends and Masks
June 25	Guest Lecturer 1	
July 2	Guest Lecturer 2	
July 9	Project 3 Critiques	Ellen Lupton's Skillshare Class
July 16	Introduce Competitions	
July 23	Portfolios: branding yourself and presenting your work, In-class activity	Pathfinder Operations, Live Paint and Interlocking Paths, Saving for the Web
July 30	Competition critiques	TBA
Aug 6	Portfolio critiques, Semester wrap-up	TBA

This syllabus is subject to change with notification in class, email, or Sakai announcements. By being registered for this course you agree and understand to abide by all UF policy and any policy the instructor sets forth at any given time.

General University Graduate School regulations can be found at:
http://gradcatalog.ufl.edu/content.php?catoid=2&navoid=762

Student Support Services

As a student in a distance learning course or program you have access to the same student support services that on campus students have.   For course content questions contact your instructor.

For any technical issues you encounter with your course please contact the UF computing Help Desk at 342-392-4357. For Help Desk hours visit:
http://helpdesk.ufl.edu/

For a list of additional student support services links and information please visit:
http://www.distance.ufl.edu/student-services

Special Accommodations

Students requesting disability-related academic accommodations must first register with the Disability Resource Center. http://www.dso.ufl.edu/drc/

The Disability Resource Center will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.