

VIC 5315

03 Credits

Spring 2016

Wed. 6 – 9 pm EST

Instructor

Emily (Davis) Ramsey

TA

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Office Hours

By appointment

Corporate and Brand Identity on the Web

Please note, the instructor reserves the right to make changes to this syllabus and the assignment sheet. In the event that it becomes necessary, students will be notified through their University of Florida email accounts.

Course Description and Objectives

An essential tool for online communication is the ability to define and distinguish your brand from the competition. This class will focus on crafting the visual messages that make up a brand identity. Course material will blend the creative process with effective execution in Adobe Illustrator.

Logos, and brands by extension, are defined by careful attention to detail. As such, this class will focus heavily on fundamental graphic design principles and best practices. Students will be asked to apply these principles in projects and in-class assignments.

Strong brands are rarely the result of one person's ideas, but rather a mix of creative input and business goals. This class should prepare students for real-world design restrictions and professional feedback. Students should expect to participate frequently in design critiques. This class is intended to be interactive.

Class Format

This is an online class; our sessions will be live, but we will not be in the same physical space. I will be available to meet with students at pre-scheduled times, in which students may log-on to Adobe Connect to have live and interactive meetings. I will also respond to emails within 48 hours, and return grades within a two week period.

Expectations of Students

Attend all live classes and have the necessary equipment to participate.

Have Adobe Illustrator CC or higher installed on their computer.

Turn in all work by the required deadline. Late work due to computer or connectivity issues will not be tolerated.

Participate in class discussions and critiques. Provide useful feedback to classmates.

Assignments

All graded assignments (excluding the final project and missed class reaction papers) will be due on Sundays at 5 p.m. EST. Specific dates will be listed with the assignment on Canvas and in the due dates PDF.

Skills Homework Homework will be assigned three times throughout the semester. These assignments are designed for students to demonstrate their mastery of technical skills covered in illustrator lessons.

Skills Quizzes Three quizzes will be assigned throughout the semester, corresponding with homework assignments. They will be available on the quizzes tab of Canvas.

Projects Three projects will be assigned throughout the semester, assessing comprehension of theoretical ideas and technical skills. Rubrics and detailed requirements will be provided on the assignments tab of Canvas when projects become available. Students will present their progress in a class critique before each project is submitted for a grade.

Project One: in-class critique Feb 17 | Due for grade Feb 21 at 5 p.m.

Project Two: in-class critique March 23 | Due for grade March 27 at 5 p.m.

Project Three: in-class critique April 20 | Due for grade April 24 10 at 5 p.m.

Make-up Work

Students are expected to attend all live classes. In the event that a student is not able to attend class, they are asked to watch the recorded lecture and write a one-page reaction paper to the discussions in class. A template is available on Canvas.

Reaction papers are due by 5 p.m. before the following class.

Requirements for class attendance and make-up assignments, projects and other work in this course are consistent with the university policies that can be found at: catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Late work

All work is due on or before the due date. Extensions for deadlines will only be given on a case by case basis. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless otherwise excused, work submitted up to 24 hours after the due date will be accepted with a 20 point penalty for projects, and a 5 point penalty for homework assignments. No work will be accepted past that time.

Grades

Grades are assigned based on how well students apply design principles, the effectiveness and aesthetics of the projects, class attendance and contributions, and effectiveness in meeting due dates and project requirements.

Project One 75 points

Project Two 100 points

Project Three 125 points

Homework 60 points (20/each)

Quizzes 60 points (20/each)

Attendance 50 points

Total 470 points

Final Grades

Information about UF's grading policy can be found at:

catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A 442–470 points or 94–100%

A- 423–441 points or 90–93.99%

B+ 409–422 points or 87–89.99%

B 395–408 points or 84–86.99%

B- 376–394 points or 80–83.99%

C+ 362–375 points or 77–79.99%

C 348–361 points or 74–76.99%

C- 329–347 points or 70–73.99%

D+ 315–328 points or 67–69.99%

D 301–314 points or 64–66.99%

D- 282–300 points or 60–79.99%

E 0–281 points or 0–59.99%

University Policies

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (www.dso.ufl.edu/drc). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

****Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at: Learning-support@ufl.edu

(352) 392-HELP - select option 2

<https://lss.at.ufl.edu/help.shtml>

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources <http://www.counseling.ufl.edu/cwc/Default.aspx> 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria.

These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a

University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Schedule of Topics

	Theory	Illustrator Skills	Assignment
Jan 6	Course introduction, identity explained	Vector vs raster, getting started, workspace set-up, basic tools	Assign project #1
Jan 13	Identity basics, principles of effective logo design	Illustrator basic tools continued, artboards, type on a path, finished files	
Jan 20	Designers you need to know	Swatches, gradients, pathfinder tools black vs white arrow tools, convert to outlines	
Jan 27	Identity design process	Grids and guides, scale strokes/effects, view outlines, layers, black vs white arrow	Homework #1
Feb 3		Text formatting, images, clipping masks, alignment, effects, the pen tool	
Feb 10	Creativity/the creative process	Gradient mesh, re-color artwork, sharing swatches	
Feb 17	Project one in-class critiques		
Feb 24	Committing to a redesign	Patterns, live trace, live paint, offset path, width tool, outline stroke, transform & repeat	Homework #2
Mar 2	No class - Spring Break		

Schedule of Topics Cont.

	Theory	Illustrator Skills	Assignment
Mar 9	Design principles lesson #1 – basics, color theory	The blend tool	
Mar 16	Design principles lesson #2 – type	Advanced type tools in illustrator	
Mar 23	Project two in-class critiques		
Mar 30	Moving beyond the logo, style guides	Creating patterns, exporting image files, 3D effects	Homework #3, assign project #3
Apr 6	Personal branding, portfolios, working with clients	Symbols, symbol sprayer, brushes, opacity masks, blob brush	
Apr 13	No class - work on final projects		
Apr 20	Final project in-class critiques		