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.

Class Format

This course is based entirely online and material is presented in an asychronous format. Students will be responsible for keeping up to date with weekly assignments and deadlines. The instructor 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 meeting. Instructor will also respond to emails within 48 hours, and return grades within two weeks of the original assignment due date.

Teaching Style

Methodology consists of a step-by-step informational format from basics to the advance. This course assumes that everyone starts out on a beginner level.

Course Materials

Required
Access to Adobe Illustrator CC

Recommended
Two monitor setup, for following along during Illustrator skills lessons

Course Format

Weekly Modules

This course is setup in a series of modules over a 13 week period. Each week students will utilize a combination of video lectures and assigned readings to complete design check assignments and quizzes.

Readings

This is no required textbook for this course. Links will be provided on Canvas for weekly reading.

Quizzes

Quizzes will be assigned in accordance with each module. Quizzes will cover topics discussed in lecture videos and assigned readings.

Design Check Assignments

Design checks will also be assigned in accordance with each module and topics discussed in class. Each week, students will be assigned a specific task that showcases their design theory and technical skills knowledge gained in lecture. Students will post their assignments, along with a 150 word description of their creative process, on a WordPress blog created in the first week of class.

Design check assignments will due Wednesday of each week.

Design Check Comments

Feedback is essential to the design process. It is important to learn how to both give and receive comments and criticism as a designer. As part of the design checks, students will be required to provide feedback on at least two other blog posts from their classmates each week. A list of each student's WordPress blog URL links will be sent out after the first design check assignment is due.

Design check comments will be due Sunday of each week.

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.

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 design checks and quizzes. 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, and effectiveness in meeting due dates and project requirements.

Project One	100 points
Project Two	100 points
Project Three	125 points
Design Checks	130 points (10/each)
Quizzes	65 points (5/each)
Total	**520 Points**

Final Grades
Information about UF's grading policy can be found at:
catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A	489−520 points or 94−100%	C	385−400 points or 74−76.99%
A-	468−488 points or 90−93.99%	C-	364−384 points or 70−73.99%
B+	453−467 points or 87−89.99%	D+	349−363 points or 67−69.99%
B	437−452 points or 84−86.99%	D	333−348 points or 64−66.99%
B-	416−436 points or 80−83.99%	D-	312−332 points or 60-63.99%
C+	401−415 points or 77-79.99%	E	0−311points or 0−59.99%

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 in e-learning, 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 14 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.

Before Class	**Watch:** • Welcome video • Getting started in Illustrator	**Read:** None	**Tasks:** None
Week 1 May 9	**Watch:** • Identity explained • Shapes and paths • More shapes and paths	**Read/Supplement:** • The art of logo design • The difference between brand and brand identity	**Tasks:** Complete design check and quiz #1
Week 2 May 16	**Watch:** • Principles of effective logos • Type on a path • Saving files • Working with multiple paths	**Read:** No reading this week	**Tasks:** Complete design check and quiz #2
Week 3 May 23	**Watch:** • Brand basics • Brand dynamics • Swatches, gradients • Touch type tool, outline text	**Read/Supplement:** • Evolution by consumer selection • Marty Neumeier on taglines vs truelines	**Tasks:** Complete design check and quiz #3
Week 4 May 30	**Watch:** • Brand elements • Pathfinder panel, compound path • Artboards • Black vs white arrow	**Read:** • DC Entertainment reveals new identity	**Tasks:** Complete design check and quiz #4

Week 5 June 6	Watch: • Identity design process • Misc working in AI • The pen tool	Read/Supplement: • What goes into a brand brief? • Marty Neumeier on the Onliness Statement	Tasks: Complete design check and quiz #5
Week 6 June 13	Watch: • Committing to a redesign • Clipping masks, align panel • Effects, appearance panel • Graphic styles	Read: • New logo for Yahoo! • MailChimp typography revamp	Tasks: Complete design check and quiz #6
Week 7 June 20*	Watch: • Design principles - color • The blend tool • Advanced swatches • Mixing complimentary neutrals	Read: • Color theory for designers • 10 tips for company color schemes	Tasks: Complete design check and quiz #7
Week 8 June 27	Watch: • Design principles - type • Advanced type in AI	Read: • Typography in ten minutes • Mixing typefacs • Kerning game	Tasks: Complete design check and quiz #8
Week 9 July 4	Watch: • Design principles - composition • File types • Opacity masks, 3D effects • Slice tool	Read: • Dominance, focal point and hierarchy • Compositional balance, symmetry • File types in save for web	Tasks: Complete design check and quiz #9

please note, the WDOC program does not observe UF summer break

Week 10
July 11

Watch:
• Moving beyond the logo
• Style guides
• Pattern swatches

Read:
• Google's visual language
• Skype's brand book
• NCL's style guide
• Identity guide template

Tasks:
Complete design check and quiz #10

Week 11
July 18

Watch:
• Creativity
• Tim Brown TED Talk
• Gradient mesh and more.
• Graphs

Read:
• Sketching: the visual thinking power tool

Tasks:
Complete design check and quiz #11

Week 12
July 25

Watch:
• Designers to know
• Cool tools
• Live paint/trace

Read/Supplement:
• Interview with Michael Bierut
• I love NY logo
• A history of graphic design

Tasks:
Complete design check and quiz #12

Week 13
August 1

Watch:
• Working in the industry
• Perspective drawing
• Symbols, brushes
• 9 slice scaling
• Aligning to pixel grid

Read:
• How much should I charge?
• 10 quick tips to improve your design portfolio
• AI for web designers

Tasks:
Complete design check and quiz #13