

**VIC 5315**

03 Credits

Fall 2014

Wed. 7 - 10 pm

**Instructor**

Emily Ramsey

**Email**

emilydavis@ufl.edu

**Office Hours**

By appointment

**CORPORATE & 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 (internet access, web cam, microphone etc.)

Have Adobe Illustrator CS6 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.

### **Optional Textbooks**

Illustrator CC Digital Classroom by Jennifer Smith and AGI Creative Team

[Available on Amazon](#)

### **Assignments**

All assignments (excluding the final project and missed class reaction papers) will be due on Sundays at 5 pm EST. Specific dates will be listed in Sakai under the assignments tab and in the due dates PDF.

**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.

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

**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 Sakai 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 September 17 | Due September 21

Project Two In-class critique October 22 | Due October 26

Project Three In-class critique December 10 | Due December 16 at 5 pm

### **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.

Reaction papers are due by 5 pm 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: <https://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 points each)

Quizzes 60 points (20 points each)

Attendance 50 points

**Total** 470 points

### **Final Grades**

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

<https://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%

**Academic Honesty Policy**

Each graduate student signed an Academic Integrity Statement when they entered the college of Journalism and Communications. 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.

You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

**Students with Disabilities**

Students requesting classroom accommodation must first register with the Disability Resource Center at University of Florida Dean of Students Office, refer to the following UF link for more information <http://www.dso.ufl.edu/>. The Dean of Students Office will review each case and, if appropriate, provide documentation to the student who must then share this documentation to the instructor.

**Online Course Evaluation Process**

Students are expected to provide feedback on the quality of instruction in this course by completing the online evaluations 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>

## Schedule of Topics

	Theory	Illustrator Skills
Aug 27	Principles of effective identity design, assign project one	vector vs raster, getting started, workspace set-up
Sept 3	Brand identity basics, brand architecture, brand marks	illustrator basic tools and artboards
Sept 10	Designers to know, assign homework/quiz one	type on a path, finished files, swatches, gradients, pathfinder tools
Sept 17	Project one critiques	
Sept 24	Identity design process, assign project two	black vs white arrow tools, convert to outlines
Oct 1	Committing to a redesign	swatches, grids and guides, scale strokes/effects, view outlines, layers
Oct 8	Assign homework two	effects, the pen tool
Oct 15	Creativity/the creative process	text formatting, images, clipping masks, alignment
Oct 22	Project two critiques	

## Schedule of Topics Cont.

	Theory	Illustrator Skills
Oct 29	Moving beyond the logo	
Nov 5	Style guides, assign final project	live trace, live paint, offset path, width tool, outline stroke, transform and repeat
Nov 12	Design principles lesson #1 — basics, color theory	blend tool
Nov 19	Design principles lesson #2 — type, assign homework three	advanced type tools in illustrator
Nov 26	No class — holiday	
Dec 3	Personal branding, portfolios, working with clients	symbols, brushes, 3D effects, opacity masks
Dec 10	Final project critiques	

**Final project due December 16 at 5pm**