



corporate and brand identity on the web

Corporate and Brand Identity on the Web: VIC5315

University of Florida

FALL 2014

Course number: VIC5315

Credits: 03

Meeting times: Wednesday evenings, 6pm – 9pm EST

Course Instructor:

Lianne Jepson

Email: [via Sakai mail](#), 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 and 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.
- 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/Competitions:

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

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

their applications is fundamental. Topics will be announced weekly. You are also encouraged to share off topic links.

Illustrator Skills Instruction:

Video links 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 as they are assigned.

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 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: At the end of the semester I will require a portfolio displaying your work from this course. This may be presented as an actual website or as pdf layouts.

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.

If you miss class during critiques, you will have to record and upload your presentation as well as comment on your peers' presentations after watching the class recordings.

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

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:

You must have Adobe Illustrator.

It is recommended that you back up your work to an external hard drive during the semester. Lost work is not acceptable.

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:

Required:

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

Suggested:

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.

*Reading assignments will be posted in Sakai.

Tentative Schedule

Week	Class	Skills links
Week 1: Aug 27	Course intro: <ul style="list-style-type: none">• Projects• Studio/ Critiques• Skills• In-class activity (skills review)• Class discussion• Blogs/Competitions• Reading Branding + Identity Basics Assign Project 1: Brand Yourself	Intro, Making a Document, Working with Artboards, Getting Around
Week 2: Sept 3	Design Fundamentals In-class assignment + skills	Making Line Art, Drawing Geometric Shapes, Working with Type
Week 3: Sept 10	Project 1 critiques Assign Project 2: Brand Re-design	Using the Pen Tool Fills and Strokes
Week 4: Sept 17	Project 4 critiques	Tracing an Image, Scaling and rotating, Strokes, Dashes and Arrows, Gradients
Week 5: Sept 24	Research: understanding the client + audience In-class assignment + skills	Painting Free-Form Shapes, Dynamic Effects
Week 6: Oct 1	Project 2 Critiques	Blends and Masks

Week 7: Oct 8	Guest Lecturer 1	-
Week 8: Oct 15	Project 3 Critiques	Ellen Lupton's Skillshare Class
Week 9: Oct 22	Guest Lecturer 2	-
Week 10: Oct 29	Competitions/Blogs/websites discussion In-class assignment + skills	Pathfinder Operations, Live Paint and Interlocking Paths, Saving for the Web
Week 11: Nov 5	Portfolios In-class assignment + skills Assign Project 4:	graphic design techniques videos
Week 12: Nov 12	Project 4 critiques	
Week 13: Nov 19	Skills+tips sharing Assign portfolio	seamlessly repeating patterns
Week 14: Nov 26	No class	
Week 15: Dec 3	Project 4 Critiques	tba
Week 16: Dec 10	Portfolio presentations Semester review	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.