



corporate and brand identity on the web

Corporate and Brand Identity on the Web: VIC5315

University of Florida

Spring 2013

Course number: VIC5315

Credits: 03

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

Course Instructor:

Lianne Jepson

Email: lianne.jepson@ufl.edu

Office Hours: online, by appointment

Illustrator skills Instructor:

Vonne Smith

Email: vsmith@nhnorthflorida.com

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).
- Keep up with assigned reading.
- Update the “Inspiration Library” and share your thoughts on the effectiveness of the branding and/or identity you have chosen to share. There are no right or wrong answers, and the discussions we have will surely change the way you look at branding and identity.
- Come up with your own ideas and images, but feel free to be inspired by anything you see.
- Complete projects and present them on assigned dates.
- Give peers constructive feedback.

Participation:

You will be expected to participate in class discussions and in-class projects as well as give your peers constructive feedback on their projects.

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 with links to examples of branding and identity that we think are worth noting. Learning how to extract design principles from existing branding and identity and understand their applications is fundamental. You will be required to add links to this list based on topics discussed in lecture. Library topics will be announced by the end of each class.

Project Presentations:

Projects will be presented and critiqued in class and will be due for a grade the Friday after presenting. This will give you an opportunity to make any changes based on feedback you receive during your presentation, allowing you to better your project and grade. You will be asked to contribute with questions, comments, and suggestions during your peers’ presentations.

In-Class activities:

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

Blogs:

You will be asked follow branding and design blogs/websites. You may be called upon in class to share a discussion relevant to the topics discussed in class. Be prepared to share subjects during class.

Materials:

It is recommended that you back up your work. I would recommend having an external hard drive available for the duration of this course.

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. If you chose to use a tablet, there are free apps that are available to you.

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

Textbooks:

Budelman, K., Y. Kim, & C. Wozniak (2010). Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands. Rockport Publishers. Also available in a Kindle edition.

Wheeler, Alina (2008), Designing Brand Identity: An Essential Guide for the Whole Branding Team. Wiley Publishers.

Reading assignments will be posted in Sakai.

In addition to your Illustrator Lab sessions, you should take advantage of Lynda.com, which you have access to as a UF student. Lynda.com has a great amount of tutorials that can supplement your learning in this course.

Projects:

You will have 3 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. All projects are to be submitted in Sakai, as PDF files. No Illustrator files necessary unless stated otherwise.

Project 1:

Brand Yourself

Project 2:

Brand Re-design

Project 3:

Client Specific

Portfolio

At the end of the semester I will require a portfolio displaying your work from this course. Page layouts may be submitted as a pdf or, if you have an online portfolio, you can send me a link to your branding + identity projects.

Illustrator Skills Homework & Quizzes:

You will have a skills homework and quiz assigned after each Illustrator skills class. The homework will reinforce skills learned in class and allow you to apply theory learned in lectures. Quizzes will reflect and reinforce the skills learned in class. Homework and quizzes will be due at 5pm of the following class in Sakai.

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. Contact me ahead of time regarding special circumstances.

Grading

Project 1: 100 points

Project 2: 100 points

Project 3: 100 points

Participation: 100 points

Inspiration library: 50 points

Portfolio: 50 points

Illustrator Skills Assignment: 20 points each (5 total)

Illustrator Skills Quiz: 20 points each (5 total)

Total: 700 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

Tentative Schedule

Week 1

Wednesday 1/09/2013 - Lecture: Lianne Jepson

Topic: identity + branding intro, brand basics/ideals/elements

Assign: Illustrator skills introduction video.

Assign: Project 1

Week 2

Wednesday 1/16/2013 - Skills: Vonne Smith

Topic: review basic Illustrator skills

Assign: HW 1/Quiz 1

Week 3

Wednesday 1/23/2013 - Illustrator skills: Vonne Smith

Topic: Illustrator skills

Assign: HW 2/Quiz 2

Week 4

Wednesday 1/30/2013 - Lecture: Lianne Jepson

Topic: Brand forces, design principles, the creative process.

In-class activity.

Review Project 1 progress.

Week 5

Wednesday 2/06/2013 - Lecture: Lianne Jepson

Topic: project 1 presentations (final due for grade 2/13/13 in Sakai)

Week 6

Wednesday 2/13/2013 - Illustrator Skills: Vonne Smith

Topic: Illustrator Skills

Assign: HW 3/Quiz 3

Week 7

Wednesday 2/20/2013 - Lecture: Lianne Jepson

Topic: Topic: Branding: before and after, audience, strategy

Assign: Project 2

Week 8

Wednesday 2/27/2013 - Lecture: Lianne Jepson

Topic: Topic: Branding + Identity touchpoints, branding briefs, branding for mobile devices

In-class activity.

Spring Break

3/06/2013 - No Class

Week 9

Wednesday 3/13/2013 - Illustrator skills: Vonne Smith

Topic: Illustrator skills

Assign: HW 4/Quiz 4

Week 10

Wednesday 3/20/2012 - Lecture: Lianne Jepson

Topic: Project 2 Presentations (Due for grade 3/27/13 in Sakai)

Assign: Project 3

Week 11

Wednesday 3/27/2013 – Guest Lecturer

Week 12

Wednesday 4/03/2013 - Illustrator Skills: Vonne Smith

Topic: Illustrator Skills

Assign: HW 5/Quizz 5

Week 13

Wednesday 4/10/2013 - Lecture: Lianne Jepson

Topic: Topic: Project 3 presentations (Due for grade 4/24/2013)

Week 14

Wednesday 4/17/2013

Topic: Imagery, branding + identity portfolios, best practices.

In-class activity.

Assign: Portfolio

Week 15

Wednesday 4/24/2013 - Lecture: Lianne Jepson

Topic: Portfolio Presentations (Due for grade 4/27/2013)

End of semester group discussion.

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 either 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.