

VIC 5315

03 Credits

Summer 2014

Wed. 7 - 10 pm EST

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 CS5 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 reaction papers) will be due on Sundays at 5 pm EST. Specific dates will be listed in Sakai under the Assignments tab.

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.

Project One In-class critique June 11th | Due June 15th

Project Two In-class critique July 9nd | Due July 13th

Project Three In-class critique Aug 6th | Due **Thursday, Aug 7th at 11:59 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. 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 Assignments 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
May 14	Course introduction, intro to branding principles.	vector vs raster, getting started, setting up and saving a file
May 21	principles of effective logo design, assign homework/quiz one and project one	basic text, type on a path, basic color, basic shapes, pencil tool, fills and strokes, convert to outline
May 28	history of the industry, graphic designers to know	grids and guides, black vs white arrow, scale and rotate, using the pen tool
June 4	logo design process, creative briefs, working with clients	working with strokes, dashes and arrows
June 11	project one critiques, rebranding your company, assign project two	alignment and distribution, placing images, clipping masks, appearance panel
June 18	creativity and the creative process, assign homework/quiz two	transform and repeat, blends and masks
June 25	moving beyond the logo, creating style guides, identity design across multiple devices	patterns, live paint, live trace, symbols and brushes
July 2	graphic design lesson #1 — basic principles, color	3D effects, gradient mesh
July 9	project two critiques	graphic design techniques

Schedule of Topics Cont.

July 16	Theory no live lecture this week, assign homework/quiz three	Illustrator Skills dynamic effects, pathfinder tool
July 23	graphic design lesson #2 — typography	advanced type skills — glyphs panel, hanging punctuation, text warp
July 30	personal branding, putting together a portfolio	perspective drawing tool
Aug 6	project three critiques, class wrap-up	final illustrator review

Project three due August 7th at 11:59 pm EST