

VIC 5315

03 Credits

Summer 2015

Wed. 6 – 9 pm EST

Instructor

Emily Ramsey

Contact

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Office Hours

By appointment

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. 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.

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.

Assignments

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

Skills 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.

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

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. Students will present their progress in a class critique before each project is submitted for a grade.

Project One: in-class critique June 3 | Due for grade June 7 at 5 pm

Project Two: in-class critique July 1 | Due for grade July 5 at 5 pm

Project Three: no in class critique | Due **August 5 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: 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/each)

Quizzes 60 points (20/each)

Attendance 50 points

Total 470 points

Final Grades

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

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 301–314points 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: 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 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 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 evaluations.ufl.edu/results

Schedule of Topics

	Theory	Illustrator Skills
May 13	Course introduction, identity explained, assign project one	vector vs raster, getting started, workspace set-up, basic tools
May 20	(Pre-Recorded) Identity basics, principles of effective logo design, assign HW #1	illustrator basic tools continued, artboards, type on a path, finished files
May 27	Designers to know, identity design process	swatches, gradients, pathfinder tools black vs white arrow tools, convert to outlines
June 3	Project one critiques	
June 10	Committing to a redesign, assign project two	swatches, grids and guides, scale strokes/effects, view outlines, layers
June 17	Creativity/the creative process, assign HW #2	text formatting, images, clipping masks, alignment, effects, the pen tool
June 24*		patterns, live trace, live paint, offset path, width tool, outline stroke, transform & repeat
July 1	Project two critiques	
July 8	Moving beyond the logo, style guides assign final project	

Schedule of Topics Cont.

	Theory	Illustrator Skills
July 15	Design principles lesson #1 – basics, color theory, assign HW #3	blend tool
July 22	Design principles lesson #2 – type, assign homework three	advanced type tools in illustrator
July 29	Personal branding, portfolios, working with clients	symbols, brushes, 3D effects, opacity masks
Aug 5	No live class. Final project due by 5 p.m.	

**Please note, the WDOC program does not observe UF summer break.*