

course outline

INTRODUCTION //

Art 473 explores the process, application and terminology of developing corporate/visual/brand identities. The course will discuss the role that identities play in expressing personality, executing strategy and obtaining attention.

Identities are the visual representation of any business or organization that seeks to communicate a message about their service, cause or product. For the designer, understanding visual identity systems is essential to the practice of design. Successful identity systems raise recognition through consistency, increase awareness through contrast and communicate powerfully through expression that connects with viewers.

Today, identity systems are understood to be critical components in branding. They work together with messaging and experiences to bring life and meaning to a brand. Strong brands connect with people, often making their life easier or more pleasurable.

OBJECTIVES //

The objectives of this course are to:

- » Gain an understanding of terminology that will help in categorizing, presenting and collaborating when designing identity systems.
- » Gain greater awareness of the reasons and strategies behind current brand/identity designs.
- » Obtain a clear understanding of processes, strategies and factors that effect the design of identity systems.
- » Increase the ability to use design and research processes to produce visual solutions that show both breadth and depth in exploration and refinement.
- » Gain experience in applying identity systems to a broad range of communication settings.
- » Understand the mutual connection between identity systems and branding strategies.
- » Exhibit ability to stay organized, prioritize and prepare for and meet deadlines.

COURSE COMPONENTS //

We will be exploring the design of identity systems through development of two comprehensive identity campaigns. In addition, smaller exercises, a class presentation and group project will expand our knowledge of the background, processes and issues of identity development.

REQUIRED READING //

Designing Brand Identity

Alina Wheeler

The Brand Gap

Marty Neumeier

Zag

Marty Neumeier

ADDITIONAL RESOURCES //

These are additional resources for the designer serious about designing identities. Some books are out of print and quite rare but may be found in the library.

Lateral Thinking

Edward de Bono

Marks of Excellence: The History and Taxonomy of

Trademarks

Per Mollerup

Paul Rand: A Designer's Art

Paul Rand

Design Form and Chaos

Paul Rand

From Lascaux to Brooklyn

Paul Rand

Communication Arts (publication)

Print (publication)

HOW (publication)

interbrand.com

Publishes annual list of best global brands.

rebrand.com

Good collection of case studies and an annual competition for rebranding projects.

aiga.org

Collection of articles and a deep library of identity work.

identityworks.com

Publishes many good reviews of major rebranding projects.

logolounge.com

Pay site that is designer initiated library of logos.

REQUIRED MATERIALS //

The following materials are required for the course. Additional materials will be needed throughout the semester. Students are responsible for bringing necessary materials to class.

» Research folders

For collection of research and process materials used each project.

» Sketch book (at least 8x10" unlined sketch paper)

For recording creative exploration and refinement.

» Project presentation materials

Any and all materials necessary to present final projects in a compelling manner that represents process work and final materials.

ATTENDANCE //

Attendance is mandatory. Four unexcused absences will result in lowering of your final grade by one letter. Six will lower it by two letters. Ten absences will result in a failing grade. It is your responsibility to provide justification for all absences. You are responsible for obtaining class information missed through absence and being prepared for the next class. If the absence is unexcused, you should obtain necessary information from another student. Arriving late for class will be noted, but it is your responsibility to be sure that you were marked present if you arrive late.

SUBMISSION OF WORK //

All work must be submitted on time and consistent with the assignment requirements (unless prior arrangements are made). Failing to submit projects on time will result in a reduced grade. Repeat occurrences of late work will result in further grade reductions.

ORIGINALITY OF WORK //

- » No Student shall represent another's substantial editorial or compositional assistance on an assignment as their own.
- » No Student shall submit the work of another person as their own, and neither shall they submit work, which was done at some other time or for another class. Representing one's work for this course with work which was not done for this class, is not acceptable.
- » No Student shall submit work for which credit has previously been obtained or which has been or is being submitted in another course.

GRADING //

Grading is based on a 4 point numerical system. Letter grade equivalents are :

A 4.0	A- 3.6	B+ 3.3	B 3.0	B- 2.6
C+ 2.3	C 2.0	C- 1.6	D+ 1.3	D 1.0

Class attendance, participation and preparation are considered in the final grade. In addition, you're ability to maintain positive energy and self-motivation is an important part of making the most of this course, and may also impact the final grade.

STUDENTS WITH DISABILITIES //

Any student requesting disability accommodation for this class must inform the instructor giving appropriate notice. Students are encouraged to contact Disability Support Services at (970) 351-2289 to certify documentation of disability and to ensure appropriate accommodations are implemented in a timely manner.