#### New ImageCourse Syllabus

**Course Number:** GD2252

**Course Title:** Corporate Communications

**Class Meetings:** Thursdays from 1:00 pm to 5:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Steve Holler

**Email Address:** rholler@aii.edu

**Phone:** 916-202-3200

**Instructor Availability Outside of Class:** Thursday from 10 p.m. to 12 p.m. and by appointment

## **Corporate Communications**

**Course Description:**  
This advanced design course will deal primarily with the
development of internal corporate imaging. Building on the theories
of design, the course will further examine logo design and internal
application of the corporate image.

**Course Focus:**  
Based on the understanding of the client requirements the student
will be challenged to produce a series of corporate specific design
solutions.  There will be a series of assignments to encourage
the student to experience a broad range of corporate communication
opportunities.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Identify communication needs of client and audience.
* Display consideration of physical requirements in relation to
  space and audience and cost in designing.
* Develop a psychology of proper cognitive responses to
  images.
* Develop an understanding of Semiotics.
* Examine standardization of mark/logo application in various
  settings (2D, 3D, Virtual, Web, etc.).
* Render design mark on multiple applications representative of a
  company/product need.
* Relate history and psychology of corporate identity to given
  projects.
* Historical overview of Corporate/Brand Identity from
  Hieroglyphics through Iconography. Family crests through early 20th
  century Branding.
* Discuss co-branding issues and examples.
* Discuss co-branding issues and examples.
* Review branding terminology.
* Develop a basic understanding of importance of product
  placement, branded environments, scripted spaces, globalization
  issues, subversive branding, co-branding, and adaptive
  branding.

**Additional Competencies:**

* Develop the ability to research and document critical client
  information that will aid in the successful execution of graphic
  design solutions.

**Course Prerequisite:** GD2242 Illustrative Concept Design

**Required Texts:** None

**Method of Instruction:** Lecture and Lab

**Materials and Supplies:** Graphic design
materials including layout pad, drawing materials and comprehensive
fabrication supplies.  Materials as requested by
instructor.

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Computer lab; Adobe CS
software; Ability to aquire excellent quality prints.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Class Participation | 10% |
| Assignment Concept Development | 30% |
| Assignment Creative Development | 30% |
| Assignment Craftsmanship | 30% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

Each assignment will be evaluated and graded on a weekly
basis.  The final quarterly grade will be based on the average
of the total assignment grades, plus additional evaluation
points.

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 12th, 2012 | **Lecture:** Introduce the concept of Corporate Communications and the career possibilities in related fields; Discuss the organizational structure of a corporate design center and the role of the graphic designer as a member of the communications team.  **Lab:**  Assignment research and documentation phase.  **Homework:** Complete assignment. |
| **Meeting #**2  Jul 19th, 2012 | **Lecture:**  The role of brand design in an integrated corporate communications program;  display of "best in category" exhibits.  **Lab:** Assignment #1 development:  Corporate Press Folder  **Homework:** Completion of assignment #1. |
| **Meeting #**3  Jul 26th, 2012 | **Lecture:** Discussion of the history of corporate communications:  best practices examples displayed and discussed.  **Lab:** Assignment #1 critique;  Introduction of assignment #2: Employee Communication  **Homework:**  Completion of assignment #2 |
| **Meeting #**4  Aug 2nd, 2012 | **Lecture:**  Discussion of the qualities and abilities required to be successful as a corporate graphic designer.  **Lab:**  Assignment #2 critique;  Introduction of assignment #3:  Product Marketing Literature, Phase 1.  **Homework:** Completion of assignment #3, phase 1. |
| **Meeting #**5  Aug 9th, 2012 | **Lecture:**  Discussion of corporate product marketing and the designer's role.  **Lab:**  Assignment #3, phase 1 critique;  Introduction of assignment #3, phase 2.  **Homework:** Completion of assignment #3, phase 2. |
| **Meeting #**6  Aug 16th, 2012 | **Lecture:**  Class critique and review of Assignment #3, phases 1 & 2;  Introduction of the "Trade Show" environment and fabrication methods.  **Lab:** Assignment #4:  Corporate Trade Show, phase 1 development.  **Homework:** Completion of Assignment #4, phase 1. |
| **Meeting #**7  Aug 23rd, 2012 | **Lecture:** Discussion of corporate trade show best practices.  **Lab:**  Assignment #4, phase 2 development.  **Homework:** Completion of Assignment #4, phase 2. |
| **Meeting #**8  Aug 30th, 2012 | **Lecture:**  Final discussion and critique of Assignment #4, phases 1 & 2.  **Lab:**  Assignment #5:  Corporate Event Marketing.  **Homework:** Completion of Assignment #5. |
| **Meeting #**9  Sep 6th, 2012 | **Lecture:** Final discussion and critique of Assignment #5.  **Lab:** Assignment #6:  Corporate Annual Report Cover  **Homework:** Completion of Assignment #6. |
| **Meeting #**10  Sep 13th, 2012 | **Lecture:**  Content Review for Final Exam;  Outline for final design presentation.  **Lab:** Final discussion and critique of assignment #6.  **Homework:**  Study for final exam and prepare the final design presentation. |
| **Meeting #**11  Sep 20th, 2012 | Final exam and design presentation. |