Course Outline for GDDM 57

BRANDING AND IDENTITY DESIGN

Effective: Spring 2019

I. CATALOG DESCRIPTION:
GDDM 57 — BRANDING AND IDENTITY DESIGN — 3.00 units

Students in this course will learn the process of brand development and implementation. From research and analysis through launch and governance, the course covers all aspects of the process and the best practices that build better brands.

1.50 Units Lecture 1.50 Units Lab

Prerequisite
GDDM 56 - Introduction to Graphic Design
with a minimum grade of C
and

GDDM 53 - Photoshop I
with a minimum grade of C
or

GDDM 54 - Illustrator I
with a minimum grade of C

Grading Methods:
Letter or P/NP

Discipline:
• Graphic Arts

	MIN
Lecture Hours:	27.00
Lab Hours:	81.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:
Before entering the course a student should be able to:

A. GDDM56
1. Identify the basic elements of design (dot, line, shape), its relationships with each other, and use a variety of dots, lines and shapes to create texture, weight, volume, pattern in order to effectively to solve design problems.
2. Identify the basic elements of design, (color, value), the components of color, various types of color contrasts and be able to incorporate color effectively into design, taking into consideration tints and shades, value, color relationships, and color harmony.
3. Identify the basic elements of design (volume, space, texture) and its uses in design. Create designs with effective use of positive and negative space.
4. Apply the principle of repetition in design. Effectively use repetition to create patterns, textures, rhythm, and consistency within design.
5. Apply the principle of Alignment and Proximity in design. Effectively apply alignment and proximity in design create hierarchy, groupings, effective page layouts, and organize information.
6. Apply the principle of Similarity and Contrast in design. Effectively apply contrasts and similarities in design to create focal points in design that generate attention and helps organize information.
7. Critically examine designs using the vocabulary of design and be able to discuss the strategies and methods involved in the creation of the design and whether they are successful or not.
B. GDDM53
1. Create new Photoshop documents and open existing Photoshop documents to edit or manipulate them, integrate elements from photographs and other Photoshop documents, using low intermediate masking techniques, into one another with some degree of expertise and believability.
2. Begin to understand pixel density as it pertains to image size and quality, and how this makes raster images different from images created in vector drawing programs.
3. Use various Photoshop tools and techniques as required by the projects, including: low-intermediate level masking and blending, typographic manipulation and distortion, creation of simple Brushes, Patterns, and Gradients.

4. Analyze a project to determine possible technical strategies in terms of Photoshop tools and techniques for image creation;
5. Organize Layers Panel for proper workflow and to create desired visual effects using Groups, Clipping Masks, Layer Masks, Filters, Art Boards, and Blend Modes.
C. GDDM54
1. Work in the Illustrator interface with facility;
2. Create new Illustrator Documents efficiently and open existing Illustrator Documents for editing and modification: set-up/launch, retrieve, save for print and screen, cross-platform;
3. Understand the total independence in vector images between actual size, screen size, scalable size;
4. Perform basic-to-intermediate level image creation and manipulation tasks using the following Illustrator tools and techniques: Selection and Direct Selection, multiple Shape Tools, multiple Pen Tool variations, Transformations including rotate, scale, skewing, and separate point editing; Color Palette Creation: Master and Sub Layers, Swatches, Gradient Creation and editing, using Illustrator Brushes, Work Spaces,
5. Understand the difference between Illustrator's LIVE and EXPANDED objects and to be able to use each art type appropriately.

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

A. Research concepts suitable for commercial use based on appeal to a target audience and client project brief
B. Develop concepts and create designs in accordance with research results and client brief
C. Demonstrate imagination through the manipulation of formal principles and plastic elements of design
D. Articulate a greater understanding of the position of designer/visual communicator, particularly as related to art, advertising, and business
E. Participate in client presentations at the professional-level including an ability to discuss objectives, research, conceptual process and strategies, and participate in critique and feedback sessions using industry-standard terminology
F. Complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship

V. CONTENT:
A. The designer's role within the structure of the graphic design/advertising industry
B. Brand strategy and launch
   1. Developing a business identity
   2. Logo design
      a. Color
      b. Symbols
      c. Type
      d. Message
   1. Letterheads
   2. Public relations/messaging
      a. Defining the value proposition of the brand
      b. Creating buzz
      c. Taglines
   3. Marketing plans
      a. Media planning
      b. Product rollouts
C. Client Relations
   1. Interacting with a client
   2. Meeting strategies
   3. Budget strategies
   4. Documentation for the client
D. Production of advertising communication materials
   1. The Brand identity in advertising
   2. Introduction to public relations as a form of advertising
   3. The design process
      a. Planning
         1. Consideration of design possibilities
         2. Historical and contemporary examples of design
      b. Production
         1. Creating graphic standards
         2. Continuing the concept of the design process
         3. Preparation and production of magazine ads
         4. Production of other client deliverable

VI. METHODS OF INSTRUCTION:
A. **Lab** -
B. **Lecture** -
C. **Student Presentations** -
D. **Research** -
E. **Projects** -

VII. TYPICAL ASSIGNMENTS:
A. Designing a family of corporate symbols
   1. Research Phase: Identify a corporation that owns at least 4 product line subsidiaries (e.g., SONY.) thoroughly research its product lines and identify the target audience. Be prepared to discuss in class.
   2. Design Phase: Design at least four symbols to represent each subsidiary product line. These symbols should be different from each other, but similar enough to form a visually-recognizable "family."
   3. Creation Phase: Create at least 5 rough draft sketches for each product line symbol. After critique, begin to refine the symbols and determine the course you are taking.
   4. Hand in completed computer drafts; refine the symbols
   5. Critique final drafts
   6. Print and mount final family of symbols on matte board. Place electronic representation of board on server.
   7. Save for web
   8. Additional Challenge: Design opening web page for this company, including your new symbols and the existing logo and content. Place electronic web files on server.
B. Building the Brand - Brand style Guide
   1. Create brand consistency by implementing a style guide
   2. Specify brand usage guidlines such as Colors, typography, min/max sige, clearance space, Do's and Don'ts for logos, Flat and 1C versions of logos
   3. Creating Usage mockups: Display brand as they would be used on produt, on advertising, on web pages, on mobile devices, stationery and letterheads, promotional materials...etc.

4. Design and assemble the style guide itself.

VIII. EVALUATION:
Methods/Frequency

   A. Research Projects
      5-6 per semester
   B. Oral Presentation
      5-6 per semester
   C. Projects
      5-6 per semester
   D. Lab Activities
      daily

IX. TYPICAL TEXTS:
1. Humberstone, Fiona. *How to Style Your Brand: Everything You Need to Know to Create a Distinct Brand Identity.* 1st ed., Copper Beech Press, 2015.
2. Wheeler, Alina. *Desiging Brand Identity: An Essential Guide for the Whole Branding Team.* 5th ed., Wiley, 2017.
3. Johnson, Michael. *Branding: In Five and a Half Steps.* 1st ed., Thames & Hudson, 2016.
4. Periodicals such as: Communication, Arts, How, Graphics, Print
5. Online resources such as: www.designexploration.com, www.adobe.com
6. Online Help in all applications
7. Online professional design sites as appropriate

X. OTHER MATERIALS REQUIRED OF STUDENTS:
   A. Required list of supplies to complete all of the assigned studies