**Course Number:** ID 6105

**Course Title:** Brand and Visual Design

**Credit Value:** 3 credit hours

**Course Times:**

**Instructor:**

**Email/Office Hours:**

**General Information**

**Course Description:**

This course introduces the principle of branding and visual identity. It emphasizes branded experiences in a service/ product portfolio context.

**Co-Requisites**

ID6102, ID6104

**Course Goals and Learning Outcomes:**

Upon completion of the course students demonstrate knowledge, skill and abilities in the following areas:

* Ability to analyze basic corporate identity elements and touchpoints
* Ability to apply branding principles to design deliverables
* Present an engaging original brand story

**Weekly Learning Activities:**

* Lecture/Discussion (3 hours)

**Course Requirements and Grading**

**Required Texts**

* Wheeler, Alina; Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition

## Course Website and Other Classroom Management Tools

Canvas (<http://canvas.gatech.edu/>) will be the main portal for dissemination of course information.

Students are expected to check in on a daily basis

**Grading**

|  |  |  |
| --- | --- | --- |
| Assignment | Date | Weight (Percentage, points, etc) |
| Phase/Project One | WK 1-4 | 15% |
| Phase Two | WK 5-9 | 25% |
| Phase Three | WK 9-16 | 60% |

**Grading Scale**

Your final grade will be assigned as a letter grade according to the following scale:

A 90-100% (Guide: Independent work style and exceeding expectations)

B 80-89% (Guide: Meet expectations)

C 70-79% (Guide: Meets the majority of expectations)

D 60-69% (Guide: Fails to meet some expectations

F 0-59% (Guide: Fails to meet most expectations)

**Course Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week |  | Topic during class | Homework | Assignments Due |
| 1 |  | **PHASE 1: BRAND BUILDING BLOCKS** Language of visual design | *See project documentation* | *See project documentation* |
| 2 |  | Visual Composition Building Blocks |  |  |
| 3 |  | Typography Building Blocks |  |  |
| 4 |  | Color Building Blocks |  |  |
| 5 |  | Shape, Iconography and Imagery Building Blocks |  |  |
| 6 |  | Visual Storytelling Building Blocks |  |  |
| 7 |  | **PHASE 2: BRAND ANALYSIS** Branding and Corporate Identity |  |  |
| 8 |  | Understanding Brand Touch Points |  |  |
| 9 |  | Brand Analysis |  |  |
| 10 |  | Business Value and Business Model Canvas |  |  |
| 11 |  | Trends and Forecasting in Branding |  |  |
| 12 |  | **PHASE 3: BRAND CRAFTING**  Start-up Brand |  |  |
| 13 |  | Identifying Start-up Brand Elements |  |  |
| 14 |  | Identifying Start-up Brand Touchpoints |  |  |
| 15 |  | Start-up Brand Presentation |  |  |

**Course Expectations, Guidelines and Policies**

## Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit http://www.catalog.gatech.edu/policies/honor-code/ or <http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

## Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

## Attendance and/or Participation

## Attendance: Students are required to be in class for designated times with their work ready for weekly review. Students are required to give 48 hrs notice of a planned, necessary absence. Classes start promptly at 5:05. Students are encouraged to arrive at the classroom 10-15 minutes early to network, catch up with each other, and have the chance to ask any general questions to the instructor.

## Participation: Attendance and participation is expected in class and meetings as well as demonstration of independence, initiative, time management. Students are also expected to demonstrate participation, motivation and construction of the grad show as directed by Grad Show Exhibition Class/committee.

## Collaboration and Group work

This course relies on group collaboration and strong individual contribution. Student progress will be assessed based on project participation and progress applying Service Design tools.

## Extensions, Late Assignments, & Re-Scheduled/Missed Exams

Assignments are due at the deadlines specified in the project descriptions and/ or canvas.All submissions require upload on canvas in high-res PDF format with optimized file sizes ( < 25 MB). Video submissions can be made through a link on vimeo, youtube, or as an upload of a manageable video file.

Assignments are due at the deadlines specified in the project descriptions and/ or t-square. Late submissions (same day) will result in a 10%-point deduction. Late submissions (24 – 48 hrs) will result in a 15%-point deduction. Late submissions more than 48 hrs after due date are generally not accepted (subject to an individual assessment of the situation).

## Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See <http://www.catalog.gatech.edu/rules/22/> for an articulation of some basic expectation that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek.

## Student Use of Mobile Devices in the Classroom

Students can use mobile devices for note-taking and research purposes only. Social media notifications and chat functions must be disabled during class. The same applies for laptops and other personal electronic devices.

## Additional Course Policies

* All work must be original
* No internet images or stock photography allowed.
* Social Media boundaries. LinkedIn – Yes Facebook – No
* Work is done in the studio. Keep email communications brief and to the point.
* No pets in studio
* No texting or phone calls during studio. If you have urgent phone call please step outside classroom.
* No eating in class. Coffee and water encouraged and please clean up

**Campus Resources for Students**

We encourage making use of the range of laboratories, workshops and makers spaces around campus. In the School of ID we house the ID Shop (basement), Body Scan Lab, IPDL Lab and Driving Lab. Please contact workshop and lab staff to arrange working space and access to facilities. The Digital Fabrication Lab is a few minutes away.

**Student Academic Bill of Rights**

* The right to attend classes at regularly scheduled times without deviation from such time and without penalty if the student cannot attend instructional, lab, or examination hours not institutionally scheduled.
* The right to consult with an assigned and qualified advisor for a reasonable amount of time each term.
* The right to consult with faculty outside usual classroom time such as regularly scheduled office hours by appointment.
* The right to have reasonable access to campus facilities of which use is required to complete course assignments and/or objectives.
* The right to receive a syllabus for each course at the first class meeting. The syllabus should include an outline of the course objectives, criteria used in determining the course grade, and any other requirements. Students should be informed of any changes made to the syllabus with reasonable time to adjust to these changes.
* The right to have reasonable time to learn course material prior to the administration of an examination.
* The right of each student to receive access to any of his/her records kept by the institution.
* The right to have reasonable access to grading instruments and/or evaluation criteria and to have graded material returned in a timely fashion.
* The right to be informed of the grade appeals process.
* The right to have reasonable facilities in which to receive instruction and examinations.
* The right to be informed in each course of the definition of academic misconduct.

Last update 01/08/2019