

# J360 DESIGNING BRAND IDENTITY

**Fall 2017** *second 8 weeks*

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**Location** Franklin Hall 062

**Section** 38525 — Meets TR 5:30PM – 8:00PM

**Instructor** Nic Aguirre — [naguirre@indiana.edu](mailto:naguirre@indiana.edu)

**Office hours** FF M130S (Stack 4), Friday 10:00A – 11:00A

## Description

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In this course, you will learn why brands are important, and how to build them. Brands exist in obvious places: companies, logos, and products— but also in less obvious places: individuals, cultures, and subcultures.

You will come to understand the importance of brands— why they matter and what value they provide to consumers. You will learn to see differently; analyzing and understanding the role that brands play and how organizations build them.

After you learn how to create a memorable and marketable brand identity, you will design and prototype creative marketing materials for a product.

## Objectives

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### Analysis

Before creating your own brand, you will:

- Analyze existing brands
- Reflect on your own experience— come to understand why you identify with and buy certain products
- Identify successful branding tactics
- Understand the purpose and value of branding
- Understand how a brand's beliefs, mission, and values determine its behavior and identity

### Design and Development

After you learn principles of branding, you will apply them.

You will:

- Develop a concept for a brand— mission and core values
- Build an identity for a brand
  - Develop a voice, character, and message for this brand
  - Consider the experience you want people to have with your brand
  - Choose colors, graphical elements, and media that represent the brand
  - Design a brand identity style guide— a creative brief that shows the visual style and ‘character’ of a brand
- Make a creative commercial product (*e.g., e-mail campaign or landing page*) that serves as a vehicle for your brand’s voice and identity

## Work

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### Projects

This course is project-based with the intention of engaging students through active, creative projects. The course is designed to help you build viable portfolio pieces. You are expected to work on projects **both inside and outside of class**. There are three large projects during the semester.

You will present your third project during finals week.

### Homework

You are expected to complete homework assignments. These may include reading, writing, or design/creative work. There will be 1 to 2 homework assignments a week.

### Participation

Rather than listen to me lecture for the entire class period, you will actively participate in the subject matter. Remember that everyone has had different experiences with brands— your opinions, views, and experiences serve as valuable contributions to the course.

You are expected to **participate in class activities and discussion**. Whether you are comfortable speaking in public, or quiet and reticent, this class will serve as an opportunity to hone your speaking skills and build confidence.

## Grading

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## Points

There are a total of **100** points in this class. The grade is divided as follows:

Assignment	Points
Project 1: Analyze	20
Project 2: Design	20
Project 3: Create	20
Homework	20
Participation	20
<b>Total</b>	<b>100</b>

## Course Grade

Your grade will be assigned as follows:

Points	Grade
90 – 100	A
80 – 89.99	B
70 – 78.99	C
60 – 69.99	D
below 60	F

Grading criteria will be given for each individual assignment.

## Revisions

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Students are **sometimes** allowed to revise and resubmit assignments. Re-submitting work is a **privilege** granted at the instructor's discretion.

If you are re-submitting work:

1. You must have submitted the work by its due date. Late work is not eligible for re-submission.
2. The privilege to revise submitted work is only available for students who submitted substantial work; incomplete work is not eligible for resubmission. This is at the instructor's discretion.
3. You may only recover partial points lost.

## Software

You will need access to Adobe Creative Cloud.

## Hardware

While web development can be done from any operating system, the instructor teaches workflow for OS X users. Access to a computer with Mac OS X is recommended but not required. All students should have access to a Mac through the computer lab. Students who aren't using OS X are expected to learn PC keyboard shortcuts and find Windows-compatible substitutes for software.

It is also useful to have access to a large display, or dual display configuration. If you are bringing your own laptop to class, it is recommended to bring a mouse.

## Policies

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### Attendance

Attendance is absolutely mandatory. While attendance is not taken, I believe **attendance is the strongest guarantor of success** in this course.

Course material is cumulative in nature and class periods are used to develop skills and work on projects. You will also miss out on participation activities if you miss class.

### Lost Data

You are responsible for keeping backups/duplicates of your files. As an IU student, you should have access to a Box account. You can also use Google Drive or GitHub to maintain copies of your files. Losing your files is not an excuse for late or incomplete work.

I **highly recommend** getting a [Box](#) account. It is free, helps you to stay organized, and most importantly provides **backups** for your files.

### Food and Drink in Class

Sorry, they are not permitted.

## Deadlines

Deadlines are strict and non-negotiable. Late assignments will be accepted for the first five calendar days after a deadline. After that, I will remove 10% daily. Assignments may not be submitted after five calendar days have elapsed (Example — Deadline is September 8th, you cannot submit after September 13th)

The only **exception to this rule** is the final project, which cannot be submitted late.

## Students with Disabilities

If any student requires assistance or academic accommodations for a disability, please contact me by after class, by e-mail, or during office hours. The student must have established eligibility for disability support services through the Office of Disability Services for Students.

For more information — <https://studentaffairs.indiana.edu/disability-services-students/>

## Academic Integrity

As a student at IU, you are expected to adhere to the standards and policies detailed in the Code of Student Rights, Responsibilities, and Conduct (Code). When you submit an assignment with your name on it, you are signifying that the work contained therein is yours, unless otherwise cited or referenced. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged. All suspected violations of the Code will be reported to the Dean of Students and handled according to University policies. Sanctions for academic misconduct may include a failing grade on the assignment, reduction in your final course grade, and a failing grade in the course, among other possibilities. If you are unsure about the expectations for completing an assignment or taking a test or exam, be sure to seek clarification beforehand.

## Proper Attribution for Referenced Works

You may find yourself referencing other work. Examples may include:

1. Using code for a website
2. Using a photograph that somebody else took

If you are doing this, you must do two things:

1. Get my permission to use the other person's work
2. Properly attribute (*e.g., citing the source of code you used*)

This is taken **very seriously**.

## **Sexual Misconduct**

As your instructor, one of my responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

- The Sexual Assault Crisis Services (SACS) at (812) 855-8900 (counseling services)
- Confidential Victim Advocates (CVA) at (812) 856-2469 (advocacy and advice services)
- IU Health Center at (812) 855-4011 (health and medical services)

It is also important that you know that Title IX and University policy require me to share any information brought to my attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available. Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist. I encourage you to visit [stopsexualviolence.iu.edu](http://stopsexualviolence.iu.edu) to learn more.

## **Religious Holidays**

*It is the policy of Indiana University that instructors must reasonably accommodate students who want to observe their religious holidays at times when academic requirements conflict with those observances. This policy is intended to ensure that both faculty and students are fully aware of their rights and responsibilities in the accommodation of students' religious observances.*

Source: <http://enrollmentbulletin.indiana.edu/pages/relo.php>

## **Syllabus**

This course is rich in content and skill levels vary widely among students. The instructor reserves the right to amend this syllabus to better match the needs of a given class.

## **Final Grade**

The instructor reserves the right to adjust your final grade based on effort and participation. This is very uncommon.

# Tentative Schedule

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A given class of students can differ widely in skills and teaching needs, so schedule is subject to change.

	Dates	Topic
week 9	Thurs 10/19	Defining a Brand
week 10	Tues 10/24, Thurs 10/26	Analysis: Concrete
week 11	Tues 10/31, Thurs 11/2	Analysis: Conceptual
week 12	Tues 11/7, Thurs 11/9	Design: Why?
week 13	Tues 11/14, Thurs 11/16	Design: How?
-	Sun 11/19 - Sun 11/26	<i>THANKSGIVING BREAK</i>
week 14	Tues 11/28, Thurs 11/30	Build: Prototype
week 15	Tues 12/5, Thurs 12/7	Build: Polish and Publish
week 16	Mon 12/11 - Fri 12/15	<b>FINALS</b>

## Important Dates

Check the IU [Academic Calendar](#) for important dates. I have listed some of them here:

### Fall 2017 second 8 weeks

Classes Begin	Mon Oct 16
Thanksgiving	Sun Nov 19 – Sun Nov 26
Withdrawal with grade of W or F	Mon Nov 20
Final Exams	Mon Dec 11 – Fri Dec 15
Ends	Fri Dec 15

## Due Dates

Due dates for assignments and projects can be found on Canvas and on our [course website](#).

