

ARTS 253
Graphic Design Branding



Mike Davis

- **Work Full time at MSU**
as a Graphic and Web Designer
- **My wife and kids have the same birthday**
All of them were born on the same day in September



Course Description

ARTS 253 - Graphic Design Branding, is an advanced course involving effective design in branding, media marketing, the use of strategic planning for marketing campaigns, and the creation of persuasive and promotional 2 and 3 dimensional design collateral. Exploring the designer's role in large project organization is the focus. The class will explore integrated corporate identity programs within media campaigns and includes contemporary design and multimedia techniques and tools.

Students will work through the entire design process from concept, to aspects of prepress production and client presentation. The emphasis of the course is on the student's ability to evaluate the branding and marketing needs of design clients and come up with appropriate and innovative design solutions.



Learning Outcomes

Upon successful completion of this course,
students should will be able to accomplish a number of tasks.



Evaluation

There will be a number of activities throughout the semester that will make up your final grade.

1. Exercises
2. Projects
3. Attendance
4. Sketchbook
5. Critiques



Evaluation Exercises

There will be **2 exercises worth 5 points each.**

Students will submit work files to the specified dropbox each week.



Evaluation Projects

Projects are longer term, in-depth, self-directed assignments used to explore and execute a non-academic design problem or series of problems.

There are **5 hands-on projects for this course worth 10 points each.**

Projects are graded equally on:

1. Creativity
2. Precision in layout skills in final comps
3. Typographic accuracy



Evaluation **Attendance**

Attendance is required!

This class is intended to prepare students to enter the workforce. In the interest of developing professional working habits and realistic expectations, this class will be conducted as much like a professional experience as possible. Treat each class session as a business meeting. Come to class on time, prepared for that day's class (assignments complete, etc.). Ask pertinent questions and contribute to discussions.



Evaluation **Sketchbook**

Sketchbook is required!

To make sure that you are sketching, creating prototypes, and thinking critically, a sketchbook is part of your final grade. You do not have to turn in the sketchbook, it is yours to keep, but when we discuss roughs in class, your sketchbook is where they should be. I will review your sketchbook multiple times through out the course, usually once per project. **Sketchbook reviews are worth 5 points.**



Evaluation **Critiques**

Critiques are required!

It is very important to learn how to present your work to a group of people. Professionally you will be presenting work to your peers or clients and seeking their feedback. It is important to learn how to receive that feedback, but also how to give feedback to others. We will present each project in class and critique as a class. Critique is intended as a positive idea exchange, and is a part of the learning experience. All students are expected to participate to explain design concepts and comment on/ask questions about others work. Because we will be going through everyones project, being on time for class is required. **Each critique is worth 3 point.**



Grade Points

This class is based on 100 points

- 50 for five projects
- 10 for two exercises
- 25 for your sketchbook
- 15 for critiques



Deadlines

Late Work Policy

All assignments are due on the scheduled day and should be placed in the appropriate dropbox. **Assignments that are not completed by the due date will be marked down.** Each student is allowed to redo and resubmit assignments throughout the semester.

Redo assignments are due within one week after the original graded assignment was returned to the student. Please do not wait until the final week and attempt to submit multiple redo assignments, they will **NOT** be accepted.



Communication

In order to suit not only individual student needs, but also class facilitation, I will be communicating with you in a variety of ways.

1. Desire 2 Learn
2. Email
3. Live Chat



Plagiarism

Plagiarism is never acceptable!

Fair use will be covered in some detail throughout the class. Failing to understand fair use – intentionally or not – can cost a creative company or individual millions of dollars. This is why LCC's goal is to correct plagiarism and unfair use early on.

Plagiarized assignments will be scored as zero with no chance to make up the assignment—whether the cause was malice or ignorance. You will lose all participation points for the day. In certain cases, particularly multiple offenses, it may be reported to the LCC Behavior Intervention Team.

If ever in doubt, draw it or shoot it yourself.



Plagiarism Policy

Incorrect Use

There are certain things that no matter what you do with them are never okay to use.

For instance taking someone else's work and turning it in as-is with your name on it is most certainly not okay. Including copyrighted material or a photograph of copyrighted martial or artwork is not okay. Using items that are not licensed for the correct use is not okay, including fonts, photos, graphics and artwork.



Plagiarism Policy

Correct Use

There are many things that are okay or correct use when using or creating artwork or imagery.

If it is something that you have drawn or shot yourself then it is typically okay. If it is material in the public domain or licensed for creative commons use, it is typically okay. Or if it is material that you have purchased and is royalty free, it is typically okay.



ARTS 253
Graphic Design Branding



The Marshmallow Challenge



The
**Marshmallow
Challenge**

18:00



**So what does a
marshmallow have to
do with branding?**



Lesson One

Prototyping Matters

Successful brands do not just come out of thin air. They are a product of constant prototyping and refinement.

Look at the history of any brand that has been around long enough and you will see that they refine their identity until it is right.





— At first glance, this shape is hard to distinguish; several people have said they thought it was horns. Even after people get that Atlassian refers to Atlas, it's not obvious enough that the icon refers to Atlas holding up the earth.



This narrow dividing space disappears when the logo is small, emphasizing the “horns” issue.

— Your eye tries to match up the trajectory of the lines on the arm and opposite leg, but they don't quite line up, creating some visual tension.

— The font, Impact, has fallen out of fashion. It's become ubiquitous through being a core Windows font, and being the choice font for LOL Cats pics!

— All caps text is harder to read than lowercase text, especially at small sizes. It also feels a bit “loud” to set our name in all caps.



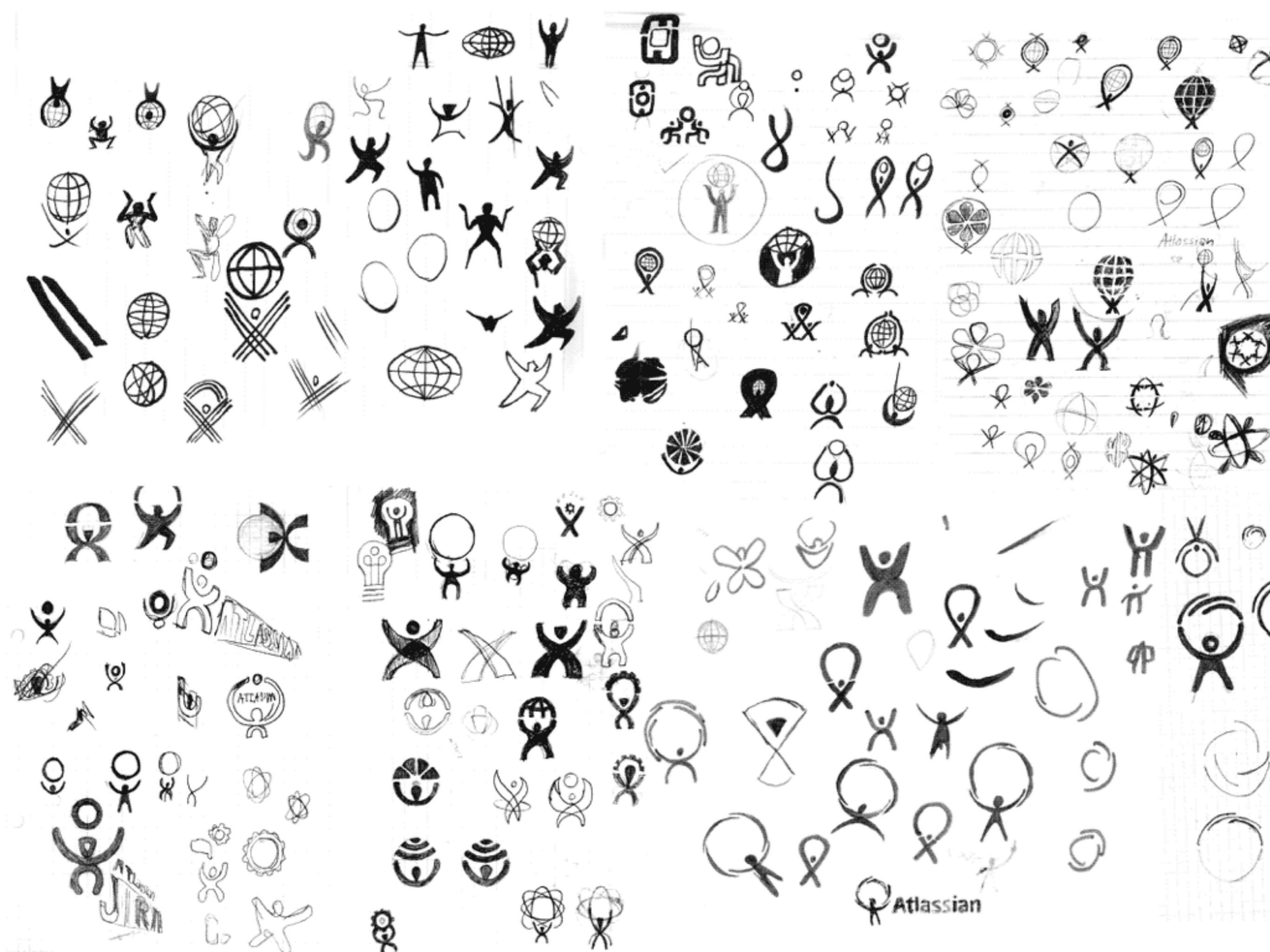
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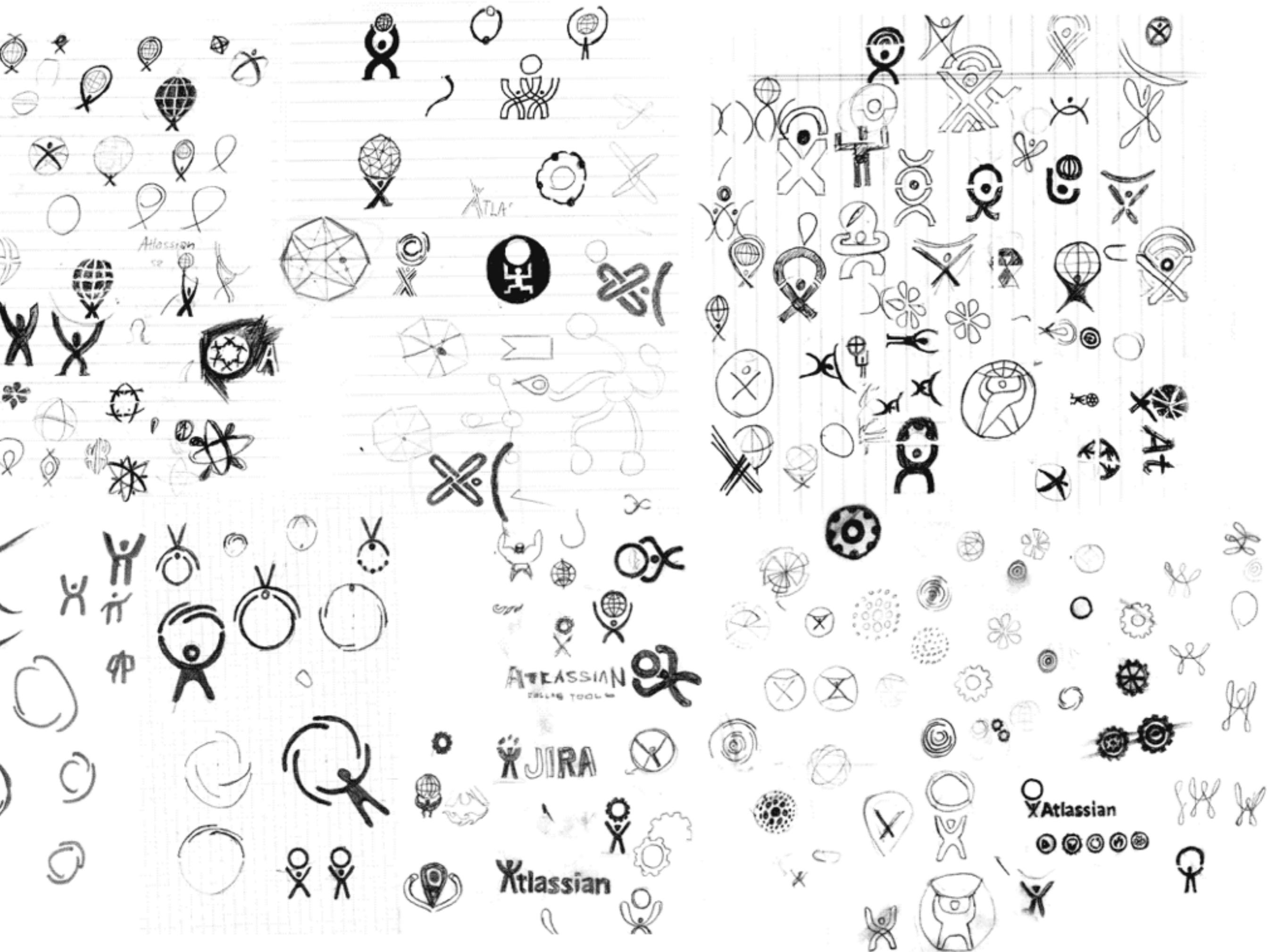
APEX





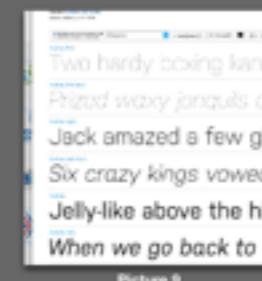
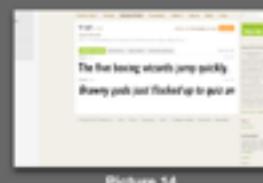
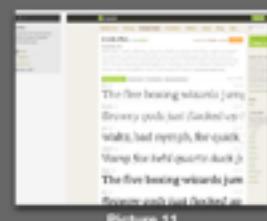


Atlassian





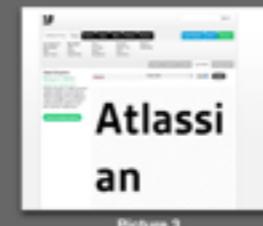
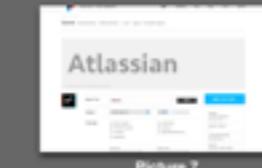




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ATLASCAMP

ATLASCAMP



ATASSIAN

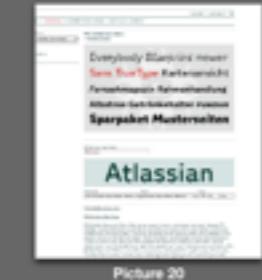
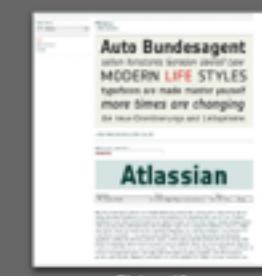
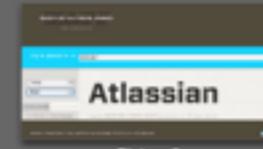
Garage Gothic Regular

Sample text: ATASSIAN

ATASSIAN

ATASSIAN

Atlassian



Atlassian

Atlassian



Atlassian

Picture 6



Atlassian

Atlassian

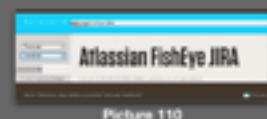
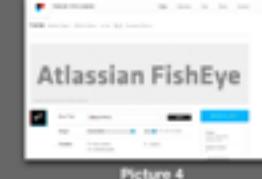
Atlassian

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A tramway
is shared railway is a
RAILWAY
sharing roads with
TRAFFIC

Atlassian

Atlassian



Atlassian

Picture 10

Joining me in studio to discuss these recent developments

Amicus Curiae

You'll remember sustained email campaigns to convince

EMERGED

OUTSIDE THE COUNTY COURTHOUSE AWAITING FURTHER WORD

#1



#2



#3



#4



#5



Option #2



Option #2 with
head from 5



CrissCross Charlie
Fatter Regular Font

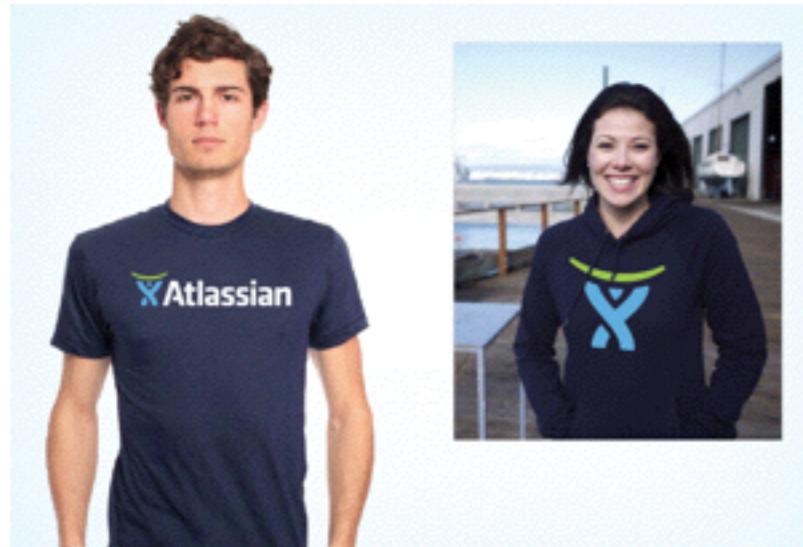


CrissCross Charlie

CrissCross Charlie
Fatter







A screenshot of the JIRA software interface. The top navigation bar includes links for Products, Company, Store, and a search bar. Below the header, there's a section for "JIRA" with a sub-section for "Overview", "Pricing", and "What's New". A green button labeled "FREE 30-DAY TRIAL" is visible. The main content area features a video player and some text about tracking tasks. At the bottom, there's a "JIRA Feature Tour" section with links for "The Highlight Reel", "Bug Tracking", and "Product Management".

A screenshot of the JIRA software interface showing a task details page. The URL in the address bar is "http://www.atlassian.com/bug/refresh-atlassian-logo-product-logos". The page displays a task with various fields: Type (Task), Priority (Minor), Status (Open), Resolution (Unresolved), and Labels (None). There are sections for "Activity" and "Comments". A "Drop files here to" field is present. The Atlassian logo is visible in the bottom right corner.

A screenshot of the FishEye software interface showing a task details page. The URL in the address bar is "http://www.atlassian.com/bug/refresh-atlassian-logo-product-logos". The page displays a task with various fields: Type (Task), Priority (Minor), Status (Open), Resolution (Unresolved), and Labels (None). There are sections for "Activity" and "Comments". A "Drop files here to" field is present. The Atlassian logo is visible in the bottom right corner.



Lesson Two

Know your Brand

**Successful brands do not jump on every new trend.
They remember who their audience is and what their
core brand is.**

Brands go through many changes and sometimes they get it wrong. But sometimes they can see through the clutter and remember why they started and what they stand for, and come up with something truly remarkable.

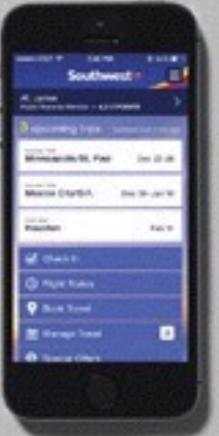
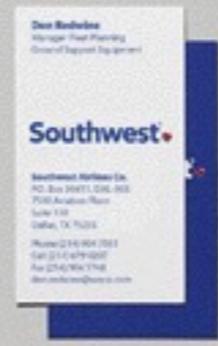
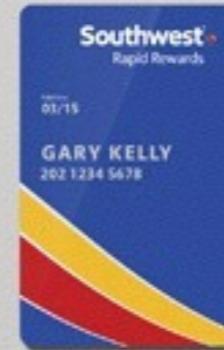
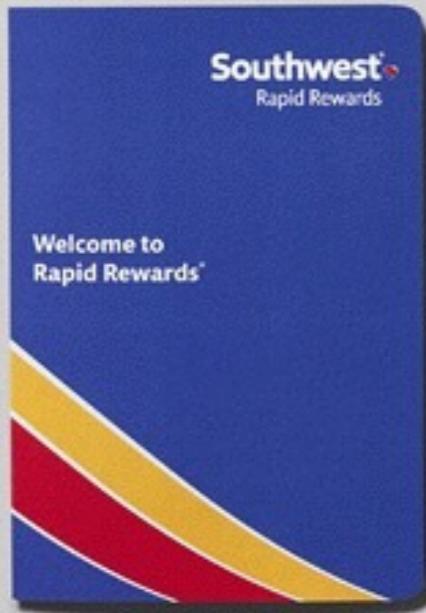


Lesson Two

Know your Brand

Southwest® 













Southwest[®]
Fly By[®] → Priority
A-List & A-List
Preferred Members
Business Select[™]
Customers

Southwest[®] →
International
Get a boarding pass
Check your bags
Passport required

Southwest[®]

**Baggage
Allowance**

Free
\$75

Please proceed
to the next
available desk.

1. Prototyping Matters
2. Know your Brand



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