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Semester Effective: Fall 2024

Art (ART) 1815 Brand and Identity Systems (3 Units) CSU

Prerequisite: Successful completion of Art 1800 with a 'C' or better

Advisory: Successful completion of Art 1825 strongly recommended

Prerequisite knowledge/skills: Before entering the course, the student should be able to:

1. Comprehend design principles and create various forms of digital art,
2. Improve concept design skills relating to digital mediums and time-based art,
3. Produce digital content utilizing various tools and input methods,
4. Understand differences between vector and rasterized digital art,
5. Utilize design principles to create successful digital artwork,
6. Understand additive and subtractive color systems,
7. Identify digital formats, design trends and typefaces,
8. Explain design choices during critiques and presentations,
9. Prepare a portfolio of their work, and
10. Prepare final images as professional presentation.

Hours and Unit Calculations:

32 hours lecture. (64 Outside of class hours); 48 hours lab (144 Total Student Learning hours) 3 Units

Catalog Description:

This course stresses the development of a brand's visual voice. Students will explore and develop brand identity involving multiple components (including logos, stationery, packaging, signage, product design) as integrated marketing systems. The course utilizes Adobe Apps such as Illustrator, Photoshop, and InDesign in the production of design projects.

Type of Class/Course: Degree Credit

Text:

burrough, xtine, and Michael Mandiberg. *Digital Foundations: Introduction to Media Design with the Adobe Creative Cloud*. New Riders Pub, 2017

Graphic Communications Open Textbook Collective, et al. *Graphic Design and Print Production Fundamentals*. Bccampus, Bc Open Textbook Project, 2015.

Kane, John. *A Type Primer. 2nd ed.*, Laurence King Publishing, 2019

Sachant, Pamela J., et al. *Introduction to Art: Design, Context, and Meaning*. University Of North Georgia Press, 2016.

Course Objectives:

By the end of the course, a successful student will be able to:

1. Conceptualize and execute an identity system for a brand
2. Understand and apply branding strategies and methodologies
3. Communicate a brand's personality in a coherent design system
4. Develop a systematic approach to research and creative process
5. Create mood boards to accurately project the image of a brand
6. Understand strategies to communicate to their intended audience
7. Articulate the story of the brand through design decisions (font, color, etc.)
8. Use critical thinking to evaluate their own work and the work of others

Laboratory Objectives:

1. Demonstrate effective use of software tools in the development of original computer-generated art.
2. Create design solutions based on project objectives.

Course Scope and Content:

Unit 1

Basics

- A. Brand, Brand Identity, Branding
- B. Brand Governance
- C. Brand Strategy
- D. Culture
- E. Customer Experience
- F. Cross-culture
- G. Brand Architecture
- H. Symbols, Names, Taglines
- I. Staying On Message
- J. Brand Ideals
- K. Brand Marks
- L. Before and After
- M. Redesigns

Unit II

Process

- A. A Process for Success
- B. Managing Process
- C. Brand Initiatives
- D. Intellectual Property
- E. Market Research, Usability Testing
- F. Clarifying Strategy
- G. Brand Brief
- H. Designing Identity
- I. Identity System Design
- J. Look and Feel, Color, Font,
- K. Website

- L. Stationery
- M. Signage
- N. Product Design
- O. Packaging Design
- P. Advertising Design
- Q. Placemaking Design
- R. Vehicles Design
- S. Uniforms
- T. Brand Book

- Unit III Best Practices
- A. Case Studies of Brands and Corporations such as Amazon.com, Coca-Cola, Starbucks, etc.

Course Scope and Content (Laboratory):

- Unit I Designing Identity
- B. Looks and Feel
 - C. Color
 - D. Typography
 - E. Moodboard Presentation
- Unit II Identity System Design
- A. Stationery
 - a. Concept Phase
 - b. Presentation Phase
 - B. Signage
 - a. Concept Phase
 - b. Presentation Phase
 - C. Product Design
 - a. Concept Phase
 - b. Presentation Phase
 - D. Packaging Design
 - a. Concept Phase
 - b. Presentation Phase
 - E. Website Design
 - a. Concept Phase
 - b. Presentation Phase
- Unit III Brand Book
- 1. Concept
 - 2. Presentation

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Skill practice
2. Completing required reading and exercises
3. Reviewing commercial art in:
 - a. Identity System Design
 - b. Signage Design
 - c. Product Design
 - d. Packaging Design
 - e. Website Design
 - f. Brand Books and Style Guides
4. Developing their creativity and concept design skills

Methods of Instruction:

1. Lecture/demonstration
2. Lab – learning through doing (lessons from text)
3. Lab – assigned projects
4. Critiques of projects

Methods of Evaluation:

1. Skill demonstrations, including:
 - a. class discussions presentations and critiques
 - b. evaluation of assigned projects
 - c. evaluation of lab work
2. Substantive writing assignments, including:
 - a. written critique presentation

Supplemental Data:

TOP Code:	1003.00 Graphic Art & Design
SAM Priority Code:	C: Clearly occupational
Distant Education:	Online; Offline
Funding Agency:	Y: Not Applicable
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable

Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	Yes
Eligible for Pass/No Pass:	Yes
Discipline:	Graphic Arts