Syllabus: NMAT-D367 Identity Design and Branding
Fall semester, KO208, Monday/Wednesday 2:30pm-3:45pm
Erik Deerly, edeerly@iu.edu, office KO229

My office hours are Mon 5:15-6, Wed 1:15-2:15, or by appointment. I answer email and respond to Canvas messages within 8 hours in most cases.

In Identity Design and Branding, we will learn how to create an identity that communicates the essential qualities desired by a particular business, organization, or individual (e.g., "strength" or "quality" or "friendliness"). We will learn how a logo is different from - but an essential part of - branding. We will study and learn from designers of successful brand identities, to discover best practices and processes.

Course Rationale
Creating the branding or identity for a business or product or organization (or even for an individual) is an essential graphic design skill that is highly sought after. Sometimes the designer will be part of a team of strategists, marketers, and advertisers; sometimes the designer will set the entire course. The designer must work to find ways for the business or product to differentiate itself in a crowded environment. The successful brand identity helps others easily know and remember who or what the business or product is and why they should care.

Course Description
In this course we will learn effective processes for creating brand identities. We will learn what an identity consists of and what role the graphic designer should take throughout the process.

Objectives
Upon completion of this course, the student should be able to do the following:

- Research the organizational structure, products, and market of existing corporations, and discuss both effective and ineffective business strategies, internal policies, and advertising techniques that are currently in use.
- Develop innovative design solutions to advertising and corporate/product identity problems for classroom presentation and critique.
- Apply a variety of design skills in the construction of visual presentations.
- Create a solid logo design suitable for the portfolio, and incorporate the same logo in packaging, advertising, corporate collateral and other corporate identity pieces

Required Texts
Logo Design Love: A Guide to Creating Iconic Brand Identities - David Airey (**PDF version in files**), 987-0-321-98520-0, 2nd Edition, New Riders Press

Delivery
Students will participate in a rigorous "boot camp" environment, creating one complete logo per week. Lectures will focus on pertinent topics including, research skills, negotiating and

pitching ideas, History of Logo Design, Graphic Design Techniques, and Brand Loyalty and Influence. A final project will allow students to create an industry standard branding design, which will be presented.

Assignments

A schedule of assignments, subject to change, appears in the grid below. Each will be posted in detail via Canvas. Extensions on these assignments will not be granted, except in cases of emergency. Technical difficulties will not constitute emergencies.

Evaluation

A.   Design Projects: Ten Design Projects 60% of grade
        Branding project: 25% of grade
B.   Testing Procedures: Quizzes 10%

Grading Scale

A	93.5%	A-	90%	B+	86.5%	B	83.5%
B-	80%	C+	76.5%	C	73.5%	C-	70%
D+	66.5%	D	63.5%	D-	60%	F	<60%

Major assignments will be graded using criteria distributed with the assignment. Each will be graded on the standard letter-grade scale (A, B, C, D, F, with pluses and minuses). Major assignments are graded as follows:

A   assignment meets or exceeds the criteria, demonstrating excellent planning, near-flawless execution, and timely completion
B   assignment meets or exceeds the criteria, demonstrating good execution and timely completion
C   assignment meets the criteria
D   assignment does not fulfill the criteria in one or more ways
F   assignment is incomplete or inadequate for credit in a college-level course

Late assignments are dropped by a minus-letter grade per class day. For example, an assignment due this Thursday, which would have received an A minus, that is turned in the next Tuesday will receive the grade B plus. If you know ahead of time that you cannot attend a class where an assignment is due, please try to arrange to turn it in early or to have a friend turn it in for you.

Every graded project may be revised and resubmitted for possible change of grade if it is resubmitted within three weeks of the original deadline AND no later than the final class of the semester. Project revisions are highly recommended! Extra credit opportunities may be given out periodically in class.

Due to the nature of this class, no more than three (3) absences are allowed. A forth absence (no matter what the reason) will result in a failing grade, at he instructor's discretion.

Exams

A schedule of quizzes subject to change, appears in the grid below. Each will be delivered at the start of the indicated class. Extensions on these quizzes will not be granted, except in cases of emergency.

Communication

You are strongly encouraged to ask relevant questions during class time. Ask about anything relevant, including current events and trends. Students will be treated with respect; and every effort will be made to answer questions in class, time permitting, or in an individual appointment outside of class.

Please come see me in my office, during office hours: TDB and by appointment. If those times don't work for you, I'll be happy to try to arrange another time to meet with you. Please email/contact me through Canvas whenever possible. I try to reply to emails very quickly. If you have an issue that comes up or you need help, please let me know right away.

Integrity

Academic integrity is expected of all students. Work you submit that is identified as your own must be totally researched, developed, and written by you. Work borrowed from elsewhere, including images, must be identified as such on a page of credits for your project. A student who is guilty of plagiarism will receive an F for the project and the incident will be reported to the Dean of Students.

How to Read the Activity Grid

"Topics & Activities" and "Additional Items" are listed on the day they occur. Where a quiz is noted, that material must have been read and studied ahead of time. Because this is a upper-level course, there are no quizzes in place solely to ensure the reading of the material. It is the responsibility of each student to remain current, to participate in all activities, and to ask for clarity and/or assistance whenever necessary. Where a class critique is noted, the presentation material for that class must be completed before the start of class, and must be ready for presentation. Where research is noted, that work must be brought to class as a type-written hard copy printout, to be turned in.

Logo Assignments

This course has been structured to simulate the typical pace of a design firm. Ten weeks are slated for concept, design, refinement, presentation, and critique of various logo types for a wide spectrum of clients and audiences. All work should be uploaded to Canvas as PDF, where it will be critiqued by all and then revised by you for final submission.

It is recommended that Adobe Illustrator be used in the final execution of each logo. It is acceptable that very tight hand-drawn sketches be submitted for each critique, but you will be responsible for ensuring clarity of your intent.

Each logo design should be refined in Adobe Illustrator after critique and resubmitted to Canvas as a PDF. Final work should be titled as such, e.g. "Deerly_final_Clarks_logo."

IU Kokomo Policies:

Accommodations for Students with Disabilities

Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, physical hearing, vision neurological, etc.). You must have established your eligibility for support services through the appropriate office that services students with disabilities. Note that services are confidential, may take time to put into place and are not retroactive; captions and alternate media for print materials may take three or more weeks to get produced. Please contact your campus office as soon as possible if accommodations are needed. Find your office at: http://ada.iu.edu/students/index.shtml

Sexual Misconduct Statement

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:

Counseling & Psychological Services (CAPS) 765-455-9364 (counseling 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 to learn more.

Civility Statement

Indiana University Kokomo encourages a climate of respect and inclusiveness that welcomes and embraces community members with diverse backgrounds and life experiences; deliberately seeks multiple perspectives; and supports the free and open exchange of ideas and civil discourse. Our community encompasses the life of the classroom including but not

limited to an engagement in student life, service learning, travel abroad, and social media reflections. This community will thrive when we approach each interaction and conversation with an open mind and when each member respects the inherent dignity and worth of all people. Respect and civility should therefore be afforded to all individuals regardless of age, disability, educational background, family status, gender, gender identity and expression, nationality, race/ ethnicity, religion, position, sex, sexual orientation, socioeconomic level, or veteran status at Indiana University Kokomo.

Code of Student Rights, Responsibilities, & Conduct
http://studentcode.iu.edu

Note
This syllabus may be revised at any time, at the instructor's discretion. Activity days may change by necessity. All changes will be posted as an online announcement and also made in class. At any time, if you have a question about a topic or date please refer to this document or ask.

Identity Design and Branding Activity Grid

Class	Topics & Activities	Additional Items
Aug 26	Orientation: What is branding? What is a logo? Lecture: Symbol, Word Mark, Letter Mark, Combination, Emblem	
Aug 28	LOGO 1: Entertainment / Symbol, concept work in class	Quiz on Ch.1-2
Sep 4	Logo 1 due for class critique	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Sep 9	LOGO 2: Cosmetics / Word Mark, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Sep 11	Logo 2 due for class critique	
Sep 16	LOGO 3: Footware / Letter Mark, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics? Quiz on Ch.3
Sep 18	Logo 3 due for class critique	
Sep 23	LOGO 4: Office supply / Combination Mark, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Sep 25	Logo 4 due for class critique	
Sep 30	LOGO 5: Sports / Emblem, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Oct 2	Logo 5 due for class critique	
Oct 7	LOGO 6: Auto / Pick either an **Emblem** or **combination mark**, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Oct 9	Logo 6 due for class critique	
Oct 14	LOGO 7: Fashion / BOTH a **symbol** and **combination mark**, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Oct 16	Logo 7 due for class critique	
Oct 23	Lecture	

Oct 28	LOGO 8: Corporate / Open, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Oct 30	Logo 8 due for class critique	
Nov 4	LOGO 9: Municipal / Open, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Nov 6	Logo 9 due for class critique	
Nov 11	LOGO 10: Retail Electronics / Open, concept work in class	Research brand logos in this category. Bring a ½-page summary to class; be prepared to share/discuss. What are common characteristics?
Nov 13	Logo 10 due for class critique	
Nov 18	Branding Lecture Announce Logo Revision process	Quiz on Ch. 4
Nov 20	BRANDING PROJECT HANDED OUT	
Nov 25	Cleaver trade secrets	Quiz on Ch. 12
Dec 2	Branding Film Shown	
Dec 4	Progress meetings, lab work	
Dec 9	Due: Logo revisions—choose four of the logos from your previous ten and create TIGHT vector versions using Adobe Illustrator. These should be uploaded to Canvas in the separate "Final Logos" assignment.	
Dec 11	Progress meetings, lab work	
Dec 18	FINALS WEEK: class meets 2:30-4:30 BRANDING PROJECT DUE: CRITIQUES OF PROJECTS	

last revised 11/22/19