



AVT 414 Corporate Design and Branding

AVT 614 Brand Identity Design

FALL 2016

Monday/Wednesday
Room AB 1020

James Quigley
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OFFICE HOURS

by appointment
Monday/Wednesday
AB 2007

10:30 AM-1:10 PM
Section 2

1:30-4:00 PM
Section 1

GRADING SCALE

A

superior work, all criteria
have been surpassed
in a distinguished manner

B

very good work, all criteria
have been surpassed

C

adequate, average work
meeting all required criteria

D

barely meeting the
above criteria

F

failure to meet all of
the above criteria

*If you are a student with
a disability and you need
academic accommodations,
please notify me immediately,
then contact the Disability
Resource Center (DRC) at
703-993-2474. All academic
accommodations must be
arranged through the DRC.*

PREREQUISITES

AVT 252 or 253, AVT 311 and AVT 395—or permission of instructor

COURSE DESCRIPTION

This is an advanced design course with an emphasis on brand identity development. Topics include logo development, product packaging, marketing and advertising collateral as well as web branding. Special attention is given to the creation of a print and online graphic standards guide.

OBJECTIVES

- Develop professional knowledge of the branding process
- Become familiar with the corporate design work environment
- Collaborate with other designers and other creative team members
- Learn and demonstrate proper professional pre-press practices
- Create a series of professional-level portfolio projects
- Demonstrate advanced critique & presentation skills/techniques

CONTENT

Through lecture, studio and critique, students will design a series of projects developed from rough schematic level to final mounted presentation. Students will be expected to demonstrate detailed research and utilize external graphic vendors and professional resources, and are strongly encouraged to join professional design organizations such as AIGA (aiga.org) and Graphic Artists Guild (graphicartistsguild.org).

TEXTBOOKS & MATERIALS

- *Designing Brand Identity, 4th Ed.* by Alina Wheeler (required)
- *The Brand Gap* by Marty Neumeier (required for graduate students, recommended for undergraduates)
- *LogoDesignLove* by David Airey (highly recommended)
- 11x14 marker bond, ITOYA notebook to hold 40 sketches, USB flash memory, blank CD-R disks and various papers and markers—project-dependent materials that will vary per concept
- *Super-Black mounting boards*, spray mount, tracing paper, black or white mounting tape, cutting pad, Xacto™ knives & blades, self-healing cutting mat (all for home use)

PERFORMANCE REQUIREMENTS

Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time and prepared—with no exceptions.

Absences will gravely effect successful completion of the course—and there are not excused absences. **Please note:** Missing four classes will result in an automatic failure of the course. **[Period]. Students in that situation should utilize the Selective Withdrawal option and register for the class the following semester.** Excessive tardiness will also affect your final grade—two (2) late arrivals equals an absence.

Not being *properly prepared with required assignments* is considered an absence from the class. Final projects are due *at the beginning of class*. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late projects—*after the end of class on the due date*—will not be accepted.

If compelled to miss a class, please contact your instructor with a justification in advance. If absent, you are responsible for materials covered in class. Please “buddy-up” with a classmate for this important information.

EVALUATION

All final projects will be graded by the following criteria: **concept, development, and presentation**. Concept—developed through research, schematic thumbnail sketches and computer roughs—has the same weight as execution. Proper professional presentation on required materials also has equal weight as the first two. Final semester grade is determined by final project grades (50%), assignments (20%), quizzes (10%) and class participation (10%). There will be written final exam worth 10% of your grade.

A non-returnable digital portfolio of all final projects must be turned in on a CD at the final exam.

Creative presentation of the Process Book, Idea File and digital portfolio CD (i.e., case, labeling, layout & design) will be considered as a part of the grade. Class schedule is subject to change, and is located on Blackboard.

UNIVERSITY AND SoA POLICIES

As a courtesy to others in the class—and in accordance with George Mason University policy—***please turn off all beepers, cellular telephones and other wireless communication devices at the start of class.*** The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, they will designate one student to keep a cell phone active to receive alerts.

LAB RULES

All SoA Lab policies must be followed in the Art and Design Building including food & drink as well as proper printer usage. ***Eating during class time is distracting in many ways***—please finish any snacks or meals outside the studio prior to our class. With questions related to computers and technology (network, printers) in the graphic design lab, you can contact our technical director—Sean Watkins, swatkins@gmu.edu. Sean can help diagnose problems and recommend proper solutions.

COMMITMENT TO DIVERSITY

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

STATEMENT ON ETHICS IN TEACHING AND PRACTICING ART AND DESIGN

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

OPEN STUDIO HOURS

SoA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SoA studio faculty and are posted in the studios.

ArtsBus Dates: ***September 24, October 22, November 19***

Please go to the ArtsBus website: <http://artsbus.gmu.edu> for additional, very important information regarding ArtsBus policy.

IMPORTANT DEADLINES

Last Day to Add & Drop(with no tuition penalty) **September 6**
Selective Withdrawal Period **October 3-28**
Incomplete work from Fall 2013 due to instructor **October 28**

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SoA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed). Requests for non-elective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

STUDENTS WITH DISABILITIES AND LEARNING DIFFERENCES

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning

difference. All academic accommodations must be arranged in advance through the DRC.

ATTENDANCE POLICIES

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

OFFICIAL COMMUNICATIONS VIA GMU E-MAIL

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly. ***Non-Mason emails from students will be ignored.***

HONOR CODE

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, ***"When in doubt, cite."***

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

WRITING CENTER

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

THE COLLABORATIVE LEARNING HUB

Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit itraining.gmu.edu to see the schedule of workshops and to sign up.