

AVT 414 AVT 614

Corporate Design and Branding Brand Identity Design

SPRING 2018

Tuesday/Thursday
Room AB 1020

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OFFICE HOURS
by appointment
Tuesday/Thursday
AB 2007

10:30 AM-1:10 PM
Section 001

1:30-4:00 PM
Section 002 (414)
Section 001 (614)

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 do not have work for
in-class review, you will be
considered "half absent," and
will be assessed a half-day
absence accordingly.

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 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 and 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, 5th Ed.* by Alina Wheeler (required)
- *The Brand Gap* by Marty Neumeier (required)
- *LogoDesignLove* by David Airey (highly recommended)
- 11x14 marker bond, ITOYA notebook to hold 40 sketches, USB flash memory, blank CD-R disk 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, X-acto™ knives & blades, self-healing cutting mat (all for home use)

PERFORMANCE REQUIREMENTS

Due to the dynamics of the course, attendance, participation and punctuality are critical for successful completion of the class. Students 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 affect the final grade—two (2) late arrivals equals an absence. Also, every two late arrivals will reduce the final grade by .02%.

Not being **properly prepared with required assignments** is considered an absence from the class.* Final projects are generally due **at the beginning of class**. Projects turned after the start of class are automatically reduced one ½ letter grade. Late projects—**after the end of class on the due date**—will not be accepted, barring exceptional circumstances. It is in the student's best interest to have work turned in on time. If it appears that a student will be absent the day a project is due, it is best to send the project with a fellow student so it's not late.

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 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. It is also possible students will be asked to submit project files to Blackboard. These files must be properly prepared for output. 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 the final 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 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 announcements will be made via Blackboard.

AVT414/614 ELECTRONICS POLICY

It has been shown in several studies that taking notes by hand engages students' brains more than typing notes. (See [here](#), [here](#), and [here](#) for reference.) Students should not be mere "transcription zombies," to quote one of the studies. Therefore, during lecture all electronic devices (including desktop computers, laptops, tablets, and mobile phones) must be turned off and stowed—where applicable—in a backpack, pocket, or purse. **Please note:** this policy will not affect those students who present a CAPS accommodation letter during the first week of class that clarifies/states the need for a laptop for note-taking.

The first time a student is found to be using an electronic device during lecture, s/he will be asked once during the term to put the device away. If a student is found to be using a device during lecture a second time, s/he will be asked to leave the class and will be assessed a half-day absence. (It is possible that other, more "creative" penalties will be applied for second and additional offenses...)

Outside of lecture, laptop and desktop use will be permitted if the student's attention is not required elsewhere. No cell phone use will be permitted at all during class unless specifically requested by the instructor.

University and AVT Department Policies

In accordance with George Mason University policy, **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, he/she will designate one student to keep a cell phone active to receive such alerts.

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

Ethics Statement in Teaching & Practicing Art/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

Each SoA major must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. ¶If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding ArtsBus policy. ¶Non-AVT majors taking art classes do not need Artsbus credit for graduation BUT may need to go on the ArtsBus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip. ¶ArtsBus trips will occur on **February 24, March 24, and April 14.**

Visual Voices Lecture Series

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20-9:00 p.m. in Harris Theater.

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| January 25 | March 1 |
| February 1 | March 8 |
| February 22 | |

Important Deadlines

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| Last Day to Drop (no tuition penalty) | January 29 |
| Last Day to Drop (33% tuition penalty) | February 12 |
| Last Day to Drop (67% tuition penalty) | February 23 |
| Selective Withdrawal Period | February 26-March 30 |

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), LATE ADD fee will apply. Requests for non-selective *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.

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.

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 nonparticipation. 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.

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. **If I catch you committing plagiarism (be it written or visual), I will be very, very, very unhappy.**

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.