

CORPORATE IDENTITY 129

KAPIOLANI COMMUNITY COLLEGE, UH

AILED GARCIA, INSTRUCTOR

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Office Hours: TR Koa 109

10:30–10:45am & 1:15–1:45pm & 4:15-5pm

SYLLABUS

Spring 2012, CRN 33612

TR: 10:45–4:15PM, KOA 103

www2.hawaii.edu/~ailed/129

ALL related Assignments are due via *Laulima Assignments* feature, PRIOR to the start of class on due date.

COURSE DESCRIPTION

ART 129 Corporate Identity (3) 6 hours lecture/lab per week

[Prerequisite(s): ART 125 with a grade of "C" or higher; ART 127 with a grade of "C" or higher; satisfactory completion of the Corporate Identity portfolio review or acceptance into a NMA AS specialization. ART 129 may not be audited.]

Art 129 Corporate Identity introduces the concept of creating conceptually and visually unified corporate identity collateral with effective branding and marketing guidelines through the development of print and Web design.

COURSE OBJECTIVES AND COMPETENCIES

Upon successful completion of Art 129, the student should be able to:

Analyze the process of effective corporate identity, branding and marketing guidelines.

Analyze target users in the development process.

Demonstrate relevant contemporary responses to media.

Analyze the impact of branding on products, services and organizations to create unified corporate identity collateral.

Create Web sites that are driven by the needs and desires of its users.

Analyze the responsibilities of different team members in creating a unified branding process.

Produce a unified corporate identity brand through Web sites and printed marketing materials.

Use problem-solving strategies to complete the creative decisions.

Demonstrate strong group communication skills and the ability to speak clearly during critiques.

Write about and defend the conceptual merits of work produced for the course.in it).

COURSE PROJECTS

Brand Identity System (Multi-Component Project for the entire Semester)

A written [Assignment Sheet](#) with the instructions, limitations and specifications for the projects will be posted online on the day the project is assigned. *Further clarification will be given in class as semester progresses.*

INSTRUCTOR'S EXPECTATIONS

The method of instruction will include traditional classroom and online lectures, readings, studio demonstrations, project development, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions. You will find that most of the class time is spent helping you individually and helping

(Syllabus Continued)

you make further progress on your specific project, therefore, coming to class prepared and showing your progress each day is of utmost importance. I will be recording your progress and class participation each day, so you are expected to come to class prepared, be attentive during lectures and demonstrations by taking notes and contributing when necessary. Lectures and related information will be given once, and only posted online (if available). If you feel you don't understand something during class please ask me or come and see me during my office hours to get the additional help you need. During critiques, all students are required to participate as both presenters and active critics.

Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class. Please try to engage in this course and the assignments, it will make your experience more enjoyable and your work stronger.

There will be no email, web surfing, myspace, facebook, chat during class time. Web research may be conducted if it relates to the assignment at hand for this course. Please refrain from working on other course projects in my classroom.

Turn your cell phone to vibrate or silent and do not answer your phone during class. If you are expecting an important call please walk out quietly and answer once you have exited the classroom. Try to return to the classroom quietly and promptly.

You are expected to be considerate and respectful at all times. Disruptive or argumentative behavior will not be tolerated.

ATTENDANCE AND MISSING ASSIGNMENTS POLICY

ALL related Assignments are due via [Laulima Assignments feature](#), PRIOR to the start of class on due date.

Unexcused Absences, Tardiness and Leaving Class Early will be noted and reflected on the grade sheet for your project. For unexcused absences, students need to make arrangements with other class members regarding missed information or search the site for available content.

Students should strive to meet all course requirements unless excused by the instructor with prior notice-- Please know that Work is technically not considered a justifiable reason for missing assignments or class as they are both equal obligations, and should be seen as such.

Valid reasons are considered on a case-by-case basis, but may include sudden serious injury, illness, legalities involving that of the courts (court date / jury duty), or death of close family member or relative, in all cases it is the responsibility of the student to provide documentation in order to be excused and not docked.

Even if an absence is determined to be excused, all missing assignments and information must be made up. Extensions to deadlines based on an EXCUSED condition or circumstance, is set at the instructors' discretion The instructor will try to be fair and set a date that considers the nature of the circumstance and requirements of the course.

Students should be aware that when they register for the course they are committing to its schedule and its requirements. Pre-existing conditions or circumstances (even if noted above and documented) are not excused if they existed prior to the start of the semester. If you know that your condition or circumstance will impede your full participation and meeting the course requirements, you should not take this course unless you are prepared to be evaluated accordingly.

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AS PER UHM's Statement on Student Responsibilities:

In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so may affect their final grade. In all college-related activities, including instruction, they must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. Finally, if they decide to file a grievance, they are fully responsible for providing proof that they have been wronged.

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METHOD OF EVALUATION

PROJECT EVALUATION

Please see Evaluation [Laulima's Gradebook](#).

Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.

GRADING SYSTEM

A = 90-100 %

B = 80-89.9 %

C 70-79.9 %

D 60-69.9 %

F 0-59.9 %

SUPPLIES AND MATERIALS

Required Supplies

- 1 Three-Ring Binder for the storage of course documentation: notes, handouts, sketches, ideas and your writings (can be the same as used for other class but keep a section reserved for this course).
- 1 Sketch Book or 20 sheets of plain Laser Paper for sketches and rough draft printing.
- Varying amounts of specialty Paper
- 1 Small Spraymount Can (Non textured, unwebbed)
- 1 Fine Point Black Sharpie
- 1 Manila Clasp Envelope, approx 10"x13" for submitting projects and supporting docs

- 1 Portable Storage Device such as USB/Thumb/Jump/Flash Drive or External Hard Drive of 1 GB and above storage capacity.
- Several CDs or DVDs for burning final project documentation.

Recommended Supplies/Equipment

- Digital Camera
- Computer and Printer
- Adobe Design Creative Suite (The primary software used in this class is Adobe Illustrator, Photoshop and Indesign which are installed on all computers in class and in the NMA labs).

REQUIRED AND REFERENCE TEXTS

[*Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands, 3rd Edition*](#), Alina Wheeler, ISBN10: 0470401427 ; ISBN13: 9780470401422

REQUIRED AND REFERENCE TEXTS

Supplementary Readings and Presentations will be supplied by the instructor as necessary. I also recommend looking at design websites, journals, books and magazines to inform your design and get your creative juices flowing!

DISABILITY SUPPORT SERVICES (SSSO)

If you have a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office (DSSO), 734-9552 (V/TTY), Ilima 103, for assistance.