

Art 4355-002 Visual Identity Systems

SYLLABUS

INSTRUCTOR

Andrew Klein

PHONE

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EMAIL

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CLASSROOM

FA 357

MEETING TIME

Tuesday & Thursday
6 PM – 8:50 PM

OFFICE / HOURS

Room TBD
Tuesday & Thursday
9 PM – 9:30 PM
by appointment only

CATALOG COURSE DESCRIPTION

Creative exploration and application of complex visual communication skills to the development of a visual identity system. Prerequisite: ART 3354, or permission of the advisor.

OVERVIEW

The course name “Visual Identity Systems” refers to the application of complex visual communication skills learned in other classes to the development of a visual identity system. The problems in this class will focus on a “systems approach” to design, i.e. developing a design system for a client that you will need to adapt to a variety of forms and communication purposes.

STUDENT LEARNING OUTCOMES

- Students will continue to strengthen concept development skills through thumbnails, roughs, design mock-ups and comps.
- Students will increase awareness of contemporary design practices, practitioners and theory from multiple perspectives.
- Students will conduct research to determine “client” needs and how to best present a creative solution for that “client.”
- Students will experience the challenges and rewards of designing a visual identity system. Designing for a visual identity system comprised of multiple pieces of varied sizes and dimensions is a complex task.
- Students will learn how to coordinate visual style with visual concepts across multiple pieces with varying formats.
- Gain awareness of current design trends and philosophies.



EMAIL POLICY ↓

The best way to ask questions about assignments and review work is in person during class time. Students needing individual consultation may email in regards to their concerns or seek consultation after class.

Email announcements regarding class, projects or other general information will be sent to your university email account; please check your UTA email often.

Although I much prefer to review work in person, if you send in-progress work by email, please follow these guidelines:

- Ask specific questions and tell me what type of feedback you need
- If sending a sheet of thumbnails or options, number or label each
- Do not send working files (ai, psd, indd) send only *small* PDFs or screenshots less than 3 MB total

ATTENDANCE ↓

Attendance is required and will be taken at the beginning of each studio period by either roll-call or sign-in sheet. You are required to be in the studio on time and remain until the end, or until dismissed. If you are late, it is your responsibility to make sure that you are counted as present. Excessive absences will negatively affect your grade as outlined by the table below.

Lectures, announcements and demos will start at the beginning of class and will not be repeated. If you are tardy and/or leave early, you are responsible for obtaining missing information from your classmates. A tardy = more than 10 minutes late, 4 tardies = one unexcused absence.

An excused absence requires an original, dated, signed slip from your doctor. Bring doctors notes to class to show instructor - **do not** email personal medical information to the instructor.

Perfect Attendance	+ 5% Extra Credit added to your final course grade
1–3 Unexcused Absences	No affect on course grade. Note: Unexcused absences on a <i>critique day</i> will affect the specific assignment grade for the critique missed.
4–5 Unexcused Absences	-5% off final course grade
6 + Unexcused Absences	-20% off final course grade

DUE DATES ↓

Work is due at the beginning of class. Come to class with your projects completely mounted and ready to pin up, or otherwise ready to present. Work that is not completely ready for critique at the beginning of class automatically loses one letter grade.

LATE WORK POLICY, 1-WEEK EXTENSION ↓

Late projects will drop one letter grade for each class day late. You will be allowed one late project (except the final project) during the semester to serve as a one week extension. To claim an extension without penalty, you must attend and participate in the critique and bring the work you have completed. Late projects are due at the beginning of the class two class days after the original due date.

DROP POLICY ↓

Please refer to the current undergraduate catalog and academic calendar for university drop policies.

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor at the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. **It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

CRITIQUES ↓

Critiques are vital to design education. Your ability to present, discuss and defend your work is as important as the work itself. Failure to bring finished work to critique day will substantially affect your grade.

Students reading, napping, working on projects, using computers/ smart phones/ tablets/ electronic equipment etc., or otherwise not actively participating in critique will be marked as absent in the attendance log. Bring your work, positively contribute to the discussion, and take this opportunity to learn from your colleagues. Disruptive students will be dismissed from the classroom.

Occasionally critiques may overlap into the next class period. If such is the case, that second class period will also be counted a critique day (even though it is not marked in the calendar) with the appropriate attendance requirements. Therefore, it is to all of our benefit to complete a critique in a timely manner.

CRITIQUE DAY ATTENDANCE IS REQUIRED ↓

Arriving late (more than 10 minutes) to critique or not having all work ready to present at the beginning of class will result in an automatic **5%** grade penalty. An unexcused absence during a critique will result in an automatic lowering of your assignment grade by **10%**.

REDOES ↓

You may select one assignment in this class to rework and turn in for consideration. The redo is due on or before the last day of regular class. Reworked projects may receive up to two letter grade increase, up to a B grade. Work that is turned in late and incomplete work are not eligible for a redo.

GRADING SYSTEM ↓

Assignments are evaluated not only on the final project, but also on the quantity and quality of creative exploration invested during the entire design process. In addition to the final mounted work, each assignment requires a PDF process book (details about the PDF process book can be found in the individual assignment sheets). Final projects will be submitted for grading as stated in the individual assignment briefs.

Assignment evaluations will be gauged according to a letter scale (A, B, C, D, F), as discussed below:

- A** **Excellent** – Well-crafted assignments that exhibit extraordinary creativity along with strong conceptual, typographic, visual, and layout solutions will be awarded this grade. All assignment requirements must be met and exceeded. Student always participates in critique/discussion.
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- B** **Very Good** – Work that is above average in craft, conceptual development, typographic, visual, and layout solution will earn this grade. All assignment requirements must be met. Student consistently participates in critique/discussion.
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- C** **Average** – Work that fulfills the basic problem requirements, but lacks strong conceptual or design development will earn this grade. Poor craft or unorganized presentation of assigned project components often contributes significantly to this grade. All assignment requirements must be met and to some degree. Student is inconsistent in preparation for studio and class participation. Infrequently participates in class critique/discussion.
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- D** **Poor** – Work that does not fulfill all the assignment requirements, is of poor conceptual, visual, or craft quality will earn this grade. In order for a student to achieve a D grade or higher, ALL problem requirements must be met (including sketching, concepts, layout, and presentation), as set forth in the problem statement and in announcements. Student is often unprepared/under-prepared for studio and class participation. Rarely participates in class critique/discussion.
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- F** **Unacceptable** – Work that does not fulfill all assignment requirements, incomplete, or of poor quality will earn this grade. Very little participation in studio critique/ discussion/ preparation for class.

GRADE SHEET CATEGORIES ↓

Project grading sheets will normally have the following broad categories, specific assignments will have detailed requirements for each category that may vary slightly.

Research: This category includes all thumbnail sketches, background information gathered, exercises, and any project-related notations. (1/4 of overall project grade.) Both quantity and quality of sketches will be evaluated.

Craft/Presentation: This category places a grade on the neatness and craft in both the project and in the presentation. Effectiveness and suitability of the presentation will be assessed in this category. Good ideas shine best from a flawless setting. (1/4 of overall project grade.)

Layout/Concept: This category assesses the effectiveness of the solution's creative concept in a pictorial layout space; the success of the viewer/user's experience (Is it functional? Does the design achieve its intended purpose?); uniqueness; and clarity of communication. (1/2 of overall project grade.)

GRADING WEIGHTS & METRICS ↓

For the purposes of computing grades on individual assignments, grades will be measured out of 100 pts (percent) per assignment.

A	= 90–100	Assignment 1=25%
B	= 80–89	Assignment 2=25%
C	= 70–79	Assignment 3=25%
D	= 60–69	Assignment 4=25%
F	= 59 or below	

COURSE FINAL GRADES ↓

The final grade is an equally-weighted average of all your graded activities. If assignments are added/deleted or modified, the instructor will factor the change in the activity into the final grade.

EXTRA CREDIT ↓

Perfect Attendance: 5 pts (5%) added to final course grade

The 2x Identity Option: Up to 10 pts (10%) each assignment, see assignment synopsis for details

STUDENT GRIEVANCE PROCEDURES ↓

1. Contact the faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication (FAB 335).
2. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue.
3. If at that point the problem is not resolved it will be reviewed by the Department's Grievance Committee.
4. All resolutions will adhere to university policies.

DEPARTMENTAL STUDIO/LAB POLICY ↓

Students are expected to adhere to studio rules and regulations as set forth by the department, instructors, and staff. Students violating these rules will be subjected to the disciplinary policies outlined in the Handbook of Operating Procedure, as provided for in the Student Policies section.

VISUAL COMMUNICATION STUDIO AND LAB POLICIES ↓

Remove excess project materials from the work area, such as scrap paper, extra prints, or research materials. Secure a locker for storage of project materials. Projects left in the studios/ labs will be discarded. Students are responsible for cleaning up after themselves.

Do not cut directly on the tables, desks, or counter tops in the department. Flip a sketch pad over and use the cardboard as a cutting board underneath your work, or use a large piece of mattboard. Better yet, buy a "Self-Healing Cutting Matt" from a craft store.

Aerosol spraying of any type is prohibited within or on the grounds of the Fine Arts Building and the Arts Annex - this includes the outside patio areas.

AMERICANS WITH DISABILITIES ACT ↓

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding

specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

ACADEMIC INTEGRITY ↓

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

STUDENT SUPPORT SERVICES AVAILABLE ↓

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

FINAL REVIEW WEEK ↓

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.

MATERIALS ↓

MATERIALS TO BRING TO EVERY CLASS:

- USB Drive (thumbdrive), 4 gigabyte or higher
- CD-Rs keep a few on hand
- Loose 8½ x 11" unlined sketching paper
- Pens, pencils, markers
- Design process book: your current work, research, sketches, notes, assignment sheets

MOUNTING MATERIALS:

- Adhesive of your choice. PMA, StudioTac, Rubber Cement, double-sided tape recommended.
- 8 to 10 pieces of black 15" x 20" mattboard (black all the way through) Asel Art Supply carries this in stock
- 11 x 17" self healing cutting matt
- X-acto knife and extra blades

READING ↓

Designing Brand Experiences *by Robin Landa*
Logo Design Love *by David Airey*

Current industry periodicals such as Print, How, Communication Arts, other materials as required.

PRINTERS ↓

The departmental printers and computers are a wonderful resource provided for art student use, but do not count on printers on-campus being available right before a due date. You may have to find alternative ways to print out your files. Leave adequate time in your project schedules in order to print off-campus if necessary. Printer problems are not excuses for late or incomplete work.

SAVE OFTEN & BACK-UP YOUR WORK ↓

There are readily-available inexpensive and/or free methods of backing up your work. Save your work in multiple places and limit the risk of losing work. Lost thumb drives, file corruption, software version problems and hardware crashes are unfortunate, but cannot be excuses for late or incomplete work.

CLASSROOM & LAB ETIQUETTE ↓

Please respect the classroom environment, your fellow students and your instructor. Silence mobile phones and other devices before and for the duration of every class - work days, lectures and especially critique. Absolutely no phone calls or text messaging during class time. If you must make a call, wait until a break or after class is dismissed and step outside the classroom.

First violation is a verbal warning. The second, third, etc. violations will earn dismissal for the day, and a recorded absence in the attendance log for that day.

Assignment Synopsis

01: LOGO & IDENTITY

- Based on supplied guidelines, select and name a fictional business
- Develop an identity proposal with multiple options
- Design a stationary set and outline basic graphic guidelines for your identity

02: PACKAGING DESIGN

- Extend the identity to a visual system for physical products
- Design product packaging to compliment the identity
- Further develop and refine a visual identity

03: WEBSITE & ONLINE DESIGN

- Design a website layout (mock-up) based on your business identity
- Storyboard user interaction with site features and content
- Design device-specific mobile interface for your website
- Produce icon variants and header designs for social media applications

04: GRAPHIC STANDARDS GUIDE

- Design additional example piece(s), promotional marketing, advertising or print collateral
- Design an instructional guide to deploy the visual identity across all relevant media
- Design a presentation highlighting the entire visual identity system (all components)

THE 2X IDENTITY CHALLENGE (OPTIONAL EXTRA CREDIT)

Students who wish to gain extra portfolio work may develop two separate identities during the semester. Students must start by completing assignment 01, in its entirety, for two separate businesses. A minimum grade of "B" must be earned on both projects to continue working on two identities simultaneously for project 02, project 03, and project 04. At any time during the semester, the instructor may recommend the student focus on only one identity. The 2X option is not recommended for students with a heavy course load or other time constraints. Talk to your instructor before beginning on a second identity. Extra credit for completing each assignment (with a minimum of a B) will be 10% added to the assignment grade. All requirements and due dates still apply to the 2X identity challenge, unless otherwise noted.

Complete assignment sheets with specific instructions and requirements will be distributed during the semester.

Calendar

January

1/15	Class Introduction & Review Syllabus	
1/17	Lecture: Gestalt, Modularity, Golden Proportion & Symbol Design Discuss Assignment 1	
1/22	Lecture: An Overview of Semiotics Presentation: SB Nation	Due: Business name (3 options) + 20 initial ID sketches on paper
1/24	Lecture: Visual Identity Systems, Trademark Design History Presentation: AOL, USA Today	Due: 40 additional sketches Due: Creative Brief Outline
1/29	Presentation: Identity Design Proposal / Process PDF	
1/31	Lecture: The Brand Gap (remixed, updated) Discuss Assignment 2	Due: rough vector identities - bring printouts to class

February

2/5	In-class work day	Attendance optional if students have meet previous requirements.
2/7	Critique, Assignment 1 due	
2/12	Presentation: Microsoft Rebrand	Due: 20 initial sketches on paper; packaging
2/14		Due: 20 additional sketches; packaging
2/19	Presentation: Notable trends in identity design	
2/21		
2/25	Lecture: Design Words, Identity	
2/28	Discuss Assignment 3	

Calendar continued...

March

3/5	In-class work day	Attendance optional if students have meet previous requirements.
3/7	Critique, Assignment 2 due	
3/12	<i>Spring Break - No Class</i>	
3/14		
3/19	Presentation: Graphic Standards Guides	Due: 20 initial sketches on paper; web layouts / storyboarding
3/21		Due: Initial web mockups
3/25	Presentation: DC Comics, UPS	
3/28		

April

4/2	In-class work day	Attendance optional if students have meet previous requirements.
4/4	Critique, Assignment 3 due	
4/9	Presentation: Fast food branding	
4/11		
4/16	Presentation: Public backlash against rebranding, crowd-sourcing	
4/18		
4/23	Presentation: University branding	
4/25	In-class work day	Attendance optional if students have meet previous requirements.
4/30	Critique, Assignment 4 due	

May

5/2	Last Day of Class	
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Important Reminder

Critique day attendance is required. An unexcused absence during a critique will result in an automatic lowering of your assignment by one letter grade (10%).

Calendar Adjustments

As the instructor of this course, I reserve the right to adjust this schedule and project requirements to better serve the educational needs of the students enrolled in this course. If adjustments occur, students will receive an updated calendar by email. —Andrew Klein