

Spring Quarter 2009 Syllabus**Course # Course Name:** **GD3411 sec G1 Corporate Identity and Communication****Meeting Times and Location:** Tuesdays & Thursdays, 5:00 pm – 7:50 pm, Pence 217**Instructor Name & Contact Information:** Tim Armato
612.656.6996
tarmato@aii.edu <http://tma362.aisites.com/>
My mailbox is in room 341, in the cubby under my last name.**Office Hours:** *Mondays, 2–3pm, Tuesdays 4–5pm, Room 329 in the LaSalle building*
Please email me if you would like to set up a meeting time outside of the posted hours.**Course Description:** This Course is an in-depth study of the psychology, function, and methodology used in the creation of a corporate identity image (logo). Using real and fictitious case studies, students will produce an analysis and, from that analysis, derive a design brief. The design brief is then implemented as a corporate identity image (logo). In implementing the design brief, the student should develop a deeper sense of their own design processes. Multiple applications of the identity graphic are required. (Prerequisite: PA2500 Marketing Principles and Concepts)**Course Length:** 11 Weeks**Instructional Contact Hours:** 60 (20-lecture, 40-lab)**Credit Value:** 4 Quarter Credits**Course Competencies:**

- Identify the purpose and function of corporate identity
- Identify corporate communication needs
- Relate psychology of corporate identity to given projects
- Create written Analyses of assigned companies' image and identity
- Create written Design Briefs for assigned companies' image and identity
- Implement the Design Brief for assigned companies' image and identity
- Detail in writing the design decisions that were made in the implementation of the Design Brief.
- Create a graphics standard document for an assigned project

Required Materials: BOOKS
Required:
Wheeler, Alina, *Designing Brand Identity*. John Wiley and Sons, 2003.
(ISBN 0471213268)

Recommended:
Neumeier, Marty. *The Brand Gap: Revised Edition*. Peachpit Press, 2005.
(ISBN 0321348109)SUPPLIES
Sketch pad (5" x 7" minimum). Photocopies. Notebook & folder. Personal storage

media. Standard graphic design tools should also be kept on-hand, including, but not limited to: markers, drawing pencils, metal straight edge, X-acto knife, rubber cement, black mat boards.

Technology Needed: Computer, printer, Internet access, AIM email account.

Instructional Methods & Resources: This course will challenge you to develop professionally-relevant knowledge and skills. Course information will be presented in many forms, including lecture, class discussion, demonstration, case studies, simulations, field projects, and studio or lab projects. Students will use library and community resources, including research and reference materials, gallery exhibitions, industry events, and guest speakers. Materials can be obtained from other libraries using the interlibrary loan program.

Estimated Homework Hours: 4–6 hours per week MINIMUM, or whatever it takes. In addition to demonstrating basic competencies, students are graded on an individual basis and are expected to show improvement over their present ability. Though some students may be able to satisfy the minimum requirements of a project during class time, demonstrating improvement and thorough understanding of concepts will require additional effort and, therefore, additional time.

STUDENT EVALUATION AND GRADING

Successful professionals require a supportive environment. In-class discussions and/or critiques of other students' work and ideas is a chance to help each other grow as conceptual and critical thinkers.

Student Evaluation:	Course Activities	Points Available
	<p>HOMEWORK (6 assignments = 240 pts total) The Homework component of your grade is based on timely completion and quality of the given assignments. Presentation of your work and participation in peer evaluations constitutes 10% of a project's grade. 3 major projects (50 pts each, total 150 pts) 2 short projects (25 pts each, total of 50 pts) Case Study Presentation (40 pts)</p> <p>PARTICIPATION (3 pts per day = 60 pts total) Participation grades are a function of attendance, preparedness and work ethic. This course requires active involvement in critiques, in-class exercises, and other classroom activities that usually cannot be made-up if class is missed. You are required to participate in all in-class critiques (final presentations and work-in-progress critiques for each assignment). Participation points will be based on the following criteria: Tardies, each 15min (-0.25 pts) each 60min (-1 pt) Absent (-3 pts) Failure to participate in critique or group discussion (-1 pt) Failure to bring supplies to class (-2 pts) Missing a field trip (-3 pts)</p>	<p>Click here to enter text.</p>

Points Distribution	GRADING SCALE	
Homework = 80% Participation = 20%	A	100 – 93%
All assignments must be completed in order achieve a grade higher than C in the class.	A-	92 – 90%
If a student has submitted work by the original deadline, revisions may be considered for further evaluation within one week of the original deadline. A project must be resubmitted in its entirety, and accompanied by an email explaining the changes that have been made. If I do not receive an email I will not re-evaluate the project.	B+	89 – 87%
	B	86 – 83%
	B-	82 – 80%
	C+	79 – 77%
	C	76 – 73%
	C-	72 – 70%
	D+	69 – 67%
	D	66 – 60%
	F	Below 60%

Click here to enter text.

The academic programs at Art Institutes International-Minnesota are designed to prepare you for your future career. Your future will be wrought with deadlines and time clocks, so this class will require real world punctuality. If you are absent or late for class, you will not be able to make up points associated with in-class activities, including quizzes, tests, presentations, and critiques. Tardy students are responsible for making their presence known to the instructor at an appropriate time. (See the Attendance Policy below for more information.)

Homework and other preparatory work must be done before class meets and is due immediately at the beginning of class, unless the instructor publishes other requirements.

A WORD ON DEADLINES - It is expected that your assignments will be completed on time. Submitting work after the due date is not an acceptable practice. Any work turned in late will receive an “F”. Unless otherwise stated, work is due at the beginning of the class period. Therefore, if you are late to class on a due date, your homework is late and will receive an “F”. All assignments must be completed in order to achieve a final grade higher than “C”. You may resubmit work that has been turned in on time for a higher grade. A project must be resubmitted in its entirety, and accompanied by an email explaining the changes that have been made. If I do not receive an email I will not re-evaluate the project.

Because group effort may be required, attendance is mandatory. Unexcused absences will result in a lower grade. Excused absences may be permitted, but students are expected to let the instructor know in advance. If you miss a particular class, it is also your responsibility to contact a peer (or peers) to get notes and any assigned work.

You may be evaluated individually and as a member of a team on a variety of learning experiences. Different testing methods afford you diverse opportunities to demonstrate your skills and knowledge, including field assignments, tests, presentations, papers, projects, quizzes and more. Final grades will be determined by scores on your individual assignments, assessments, and classroom participation. Your final grade may also be influenced by group-based activities.

If you disagree with a grade in this course, you may take these steps:

- Step 1. Make an appointment with me to discuss your situation. Bring your graded work, the assignment sheet and this syllabus to the meeting. If you feel the issue is not fully addressed, proceed to
- Step 2. Submit a written appeal to me, explaining why you believe your grade is wrong. You should justify your opinion with information from the assignment sheet and/or syllabus. If you feel the issue is not fully addressed, proceed to
- Step 3. Make an appointment to discuss your concerns with your Academic Director. If you feel the issue is not fully addressed, proceed to
- Step 4. Submit a written account to the Dean of Academic Affairs. The written account should indicate your name, phone number, and ID#, and discuss the steps you have taken to remedy the situation. The Dean may convene an appeals committee. Be prepared to produce your graded work, the assignment sheet and this syllabus.

ACADEMIC POLICIES

Discrimination Policy

It is AI Minnesota policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, please contact Becky Lothe, 612-656-6866, rlothe@aii.edu, or visit Becky in Pence room 209. Any accommodations will be authorized by Becky—no exceptions.

Attendance

Regular, on-time attendance is both courteous and professional. The Art Institutes International Minnesota expects students to demonstrate professionalism by attending all classes as scheduled, arriving on time, and remaining for the full duration of the class. Outside employment should not be scheduled during class hours.

Students should be aware that even if there is no “attendance” grade per se for a class, it is difficult to succeed in class without regular, on-time attendance. Individual faculty may determine the impact, if any, of absences on grades. The Art Institutes International Minnesota supports the attendance policy for each class as it is described in the syllabus. The full AiM attendance policy is found in the Student Handbook.

Academic Dishonesty

At the Art Institutes International Minnesota, plagiarism is a cumulative offense; each act of plagiarism is documented in the student’s academic record until degree completion. Violations of this policy will be handled in accordance with the disciplinary procedures outlines in the Student Code of Conduct Policy.

Examples of plagiarism include paraphrasing an original document or piece(s) of an original document and not citing the original author’s name and publishing year, using direct quotes from an original document and not citing the original author’s name and year, and using written documents, still or moving images, original ideas, research information, audio samples and music clips, and failing to cite the original author’s name and publishing year.

Cheating is the action to deceive or alter the perception regarding the author or originator of student work and is a violation of the Student Code of Conduct. Cheating includes the duplication of written or electronic assignments, exams or documents either in whole or in part and submitted as an original piece of work; the exchange of answers with others either giving answers or receiving answers during an in-class assignment, test or exam, or take-home assignment or exam.

Typical disciplinary sanctions for a first offense of plagiarism or cheating includes automatic failure of the assignment/exam with no opportunity to re-do or make up the plagiarized/cheating work. Sanctions for the second offense include automatic failure of the course. Subsequent incidents will result in dismissal from the school. [From the 2008/09 AiM Student Handbook section on Academic Integrity, beginning on page 35.]

CLASSROOM COURTESIES AND PROFESSIONAL EXPECTATIONS**Collaboration and Communication**

The learning environment should provide a business-like approach to getting the job done, so any behavior that would be deemed as inappropriate for the typical work environment will put the student at risk. Examples include disrespectful language, passive-aggressive behavior, lack of commitment to personal or team success, and any other behaviors that disrupt the learning environment for other students. Additionally each team member is responsible for the academic integrity of the group.

YOU MUST USE YOUR SCHOOL EMAIL ACCOUNT, or forward your school email to another personal account. You must be able to accept and respond to email on a daily basis.

Academic Resources **YOU ARE ACCOUNTABLE FOR REQUIRED ACADEMIC SKILLS.** Successful students possess course-appropriate reading comprehension, critical thinking, research, writing, presentation, and communication skills. If you or your instructor determine that you have a need for additional resources beyond those offered in class, there are several options available to you.

- **The Academic Achievement Center** is located in room 320 (across from the Academic Advising office). The Academic Achievement Center houses peer tutors in program areas and general education.
- **The Interior Design Skills Center** houses Interior Design peer tutors and general education. The Skills Center is located in room 011, in the basement of the LaSalle building.

Peer tutors assist students with subject/content area academic support, as well as, study skills and organizational tips. Peer tutors are current AIM students in good academic standing-(a CGPA of 3.5) with a desire to assist others in their academic progress. All peer tutors receive mandatory tutor training.

Students (tutees) who seek academic support may visit each of the centers to receive tutoring assistance in a wide variety of subject areas. Each tutor schedule (located outside of the center door) identifies the tutor and their specific areas of expertise. Some Peer tutors also serve as Teaching Assistants, where their role is to work alongside an instructor during lab/group hours of a class.

- **Academic Advising** is located in room 316 in the LaSalle building. Academic Advisors are available to assist you in identifying areas or patterns of academic weaknesses, and to put into place any support resources a student may need.

You are also responsible for executing tutorial recommendations made by your instructors. Remember, your instructors and Academic staff are here to help you find the resources you need.

- **The Library** is located on the second floor in the LaSalle building. The library is open 79 hours per week and is currently processing an average of 5,000 circulation transactions per month. The collection is comprised of books, newspapers, journals and magazines, videos, DVDs, and CDs that support the curricula. The collection currently numbers over 23,000 volumes with and an additional 189 periodical subscriptions. Materials also include royalty-free music/sound effect CDs, art history and interior design slides, and copies of computer software manuals utilized within the College. Textbooks and reserve materials are available for in-house use, and many academic and industry databases are available, including WilsonWeb, Proquest, AccuNet / AP, Gettyimages, Electronic Library for Minnesota, Grove Art Online, Hoover's Online and Oxford Reference Online.

Student Life

The Student Affairs Office is located in room 209 in the Pence building. There you can find information, services and program that can help you to extend and integrate academic content and life experiences.

Community Resources

This course will engage community resources, including local libraries, galleries, exhibitions, guest speakers and industry tours. Your active participation is important and expected.

ATTENDANCE

Regular attendance is an important component of academic and professional success. Arriving late and leaving early are recorded and will affect your participation grade. If you arrive after I have taken attendance, it is your responsibility to make your presence known to me at an appropriate time.

ABSENCE

If you must be absent from class, it is your responsibility to find out what information you missed. You can get this either from your classmates or from the instructor in-person; I will not discuss missed class materials via email. Assignment sheets and other handouts will be available on the class website <http://tma362.aisites.com>.

I will excuse absences only with a doctor's note, or in the case of a family emergency. Students missing 12 consecutive hours of class will be withdrawn from the class. Generally, students missing more than 15 hours over-all will be at serious risk of failing the class. It is the student's responsibility to keep track of their attendance.

PHONES

All phones and other mobile devices must be turned off before class begins. It's that simple.

FOOD & DRINK

Beverages & food are not allowed in the computer labs.

BACKUP & STORAGE

"If it's not in 3 places, it doesn't exist!" You are responsible for keeping current copies of all work; both in-progress and completed. Lost or damaged work will not result in any special treatment. The best policy is to back up your work early and often on CD-Rs or other reliable media. Do not rely on the network drives as your only backup or for permanent storage; they are only for temporary use. For additional information, see handout on storage and backups available from The Cage.

Never work directly on the network drives! Copy your files to the local hard drive (Student Drive) before opening them.

Weekly Course Schedule

This schedule is subject to change!

Assignments are also available on-line at <http://tma362.aisites.com>.

You are expected to visit this site regularly for up-to-date course info. These descriptions are merely introductions to the assignments. Always see the Homework handouts for full details.

WEEK 1

Session 1

- **Introductions, syllabus review, expectations and overview for the class.**
- **Read Wheeler, Introduction, pp52–53.**
- **Begin Homework 01—Brandmark research.** Research 3 examples each (6 total) of brandmarks that you do and don't like. Arrange all six on an 8.5 x 11 page and write 1–2 paragraphs discussing your most and least favorite marks. Also place your images on the Drop Off drive for presentation to the class.

Session 2

- **Present Homework 01**

WEEK 2

Session 1

- **Complete Homework 02, Part 1—Brainstorming.** Based on the findings of your HW01 research, select one of the marks to redesign. The goal of this stage of the assignment is to collect ideas and research in three forms: words, pictures, and sketches.

Session 2

- **Begin Homework 02, Part 2—Design Brief.** Write a paragraph or two on each of the following topics: Corporate Profile, Market Position, Target Market, Current Situation, Objectives.

WEEK 3

Session 1

- **Complete Homework 02, Part 2.**
- **Begin Homework 02, Part 3—Redesign.** Based on your research and design brief, execute a redesign one of the mark. Your presentation will include color designations, typographic specifications, and a display of your process.

Session 2

- **Discuss Wheeler pp 1–35.**
- **Work session for Homework 02.**

WEEK 4

Session 1

- **Work session on Homework 02.**

Session 2

- **Progress checks on Homework 02.**

WEEK 5

Session 1

- **Revisions due.**
- **Final presentations of Homework 02.**

Session 2

- **Begin Homework 03—Case Studies.** Begin research on case studies by scanning Wheeler, pp 134-219. You and a partner will lead a 15-minute discussion on a case study of your choice.

WEEK 6**Session 1**

- **Work session on Homework 03.**

Session 2

- **Final Presentations of Homework 03.**

WEEK 7**Session 1**

- **Begin Homework 04—Style Exercises.** You will develop a brandmark for the company assigned in class. Remember Wheeler's "Topology of Marks" (pp.52-53). Ideate, research, and generate 1 page of thumbnails in each of the 5 styles.

Session 2

- **Progress checks on Homework 04.**
- **Begin revisions.**

WEEK 8**Session 1**

- **Final Presentations of Homework 04. You will show one finished mark designed in each of the 5 styles.**

Session 2

- **Begin Homework 05—Self Promotional Identity System.** Design a mark and identity system to promote yourself as a designer. After designing the mark, you will expand it into a multifaceted identity system including print collateral, web page designs, and time-based implementations of the identity elements. This material will all be organized into a Graphic Standards manual for its final presentation.

WEEK 9**Session 1**

- **Work session on Homework 05.**

Session 2

- **Pre-critique: Present initial mark designs.**

WEEK 10**Session 1**

- **Introduction to animation and sound for identity Avatars.**

Session 2

- **Work session on Homework 05.**

WEEK 11**Session 1**

- **Final Presentations of Homework 05.**

Session 2

- **Final Presentations of Homework 05.**