

SYLLABUS & WEEKLY SCHEDULE

Class Location	Thursdays 11:25-2:30, Spellman Hall 115
Semester	Fall 2014 (Sept 2 - Dec 12)
Instructor	Nina Bellisio
Email	nbellisi@stac.edu
Phone	845 398-4155
Class Website	bellisio.stacstudiofriday.com
Office Hours	Mondays 10:00-11:00 and Tuesdays 11:00-2:00, room Maguire 104

Description

Through directed projects students examine principles of marketing, branding and corporate identity design. Students design consumer labels, logos, letterhead, packages, and other elements of corporate identity design including web presence. Business and contemporary design theories as well as how they relate to relevant social theories is included.

Prerequisites: ART 327, ART 322.

Learning Outcomes

- » Develop an understanding of product placement, branded environments and co-branding
- » Develop a basic understanding of issues of globalization and subversive branding
- » Assess communication needs of client and target audience
- » Examine standardization of mark/logo application in various settings (2D, 3D, Web)
- » Apply branding standards to collateral materials

Materials	Join AIGA- see class website for details Flash drive (or similar), sketchbook, pencil, Sharpie, X-Acto knife
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Process of Evaluation

Attendance and Participation	10%
Research and Design Brief	40%
Branding and Collateral	50%

Class Policies

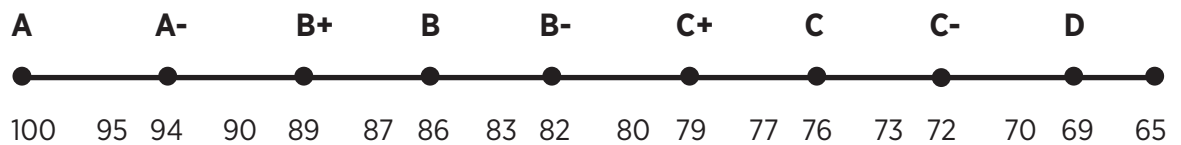
No late work will be accepted. On-time work may be revised for possible grade improvement.

More than 3 absences results in the failure of the course unless reinstatement is petitioned.

Access to a computer and Adobe CS6 is highly recommended for success in this class.

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Grade Scale



Academic Integrity

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own imagination, analytical faculties, or your own knowledge, which you have done yourself, and which represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always insure that these sources are properly cited using the recommended documentation system.

Accommodations Statement

Students requiring accommodations for a documented disability should notify the instructor before the end of the first week of class.

Electronic Device Policy

Faculty members at St. Thomas Aquinas College have the discretion to regulate the use of electronic devices in their classes, and students should not use such devices without the expressed consent of the professor. This policy covers cell phones, PDAs, laptop computers, or any other device the use of which might constitute a distraction to the professor or to the other students in the class, as determined by the professor. Students with documented disabilities should discuss the issue of laptop use with their professor at the beginning of the semester. For more extreme cases of classroom disruption, refer to the College's Disruptive Student Policy.

	LECTURE/ LAB	HOMEWORK
01 09/04	Introduction to the class topics and projects. Look at example products. Branding Phase 1: Research.	» Designing Brand Identity pages 1-15 @ books.google.com.
02 09/11	Brainstorming and project planning. Determine the topic to be covered this semester. Begin research and competitive analysis. Compare magazine ads.	» Designing Brand Identity pages 16-38 @ books.google.com.
03 09/18	Assess sustainability of topic and/ or outcome. Discussion of reading.	» Research and analysis
04 09/25	Branding Stage 2: Strategy. Work to clarify brand, audience and focus. Discussion of reading.	» Continue to work on strategy. Brand Brief.
05 10/02	Branding Phase 3: Designing the Identity, start logo sketches and palette research. Discussion of reading. Brand Brief due.	» Start compiling brand book.
06 10/09	Branding check-in. Film TBA. Discussion of reading.	» Finalize logo and color palette
07 10/16	Type, sound and motion. Discussion of reading.	» Continue working on project
08 10/23	Assembling the brand book. Next steps. Discussion of reading.	» Finish and print brand book.

	LECTURE/ LAB	HOMEWORK
09 10/30	Branding Phase 4: Collateral. Draft of Brand Book due (printed)	» Work on design for collateral elements
10 11/06	Analyze business card, letterhead and packaging examples	» Continue working on collateral elements
11 11/13	In-process critique.	» Continue working on collateral elements
12 11/20	Branding Phase 5: Guidelines and Standards	» Continue working on project
13 11/27	No Class: Spring Break	» Continue working on project.
14 12/04	In-process critique.	
15 12/11	Final Brand Book and Collateral Materials due	