

brand identity design

VCGD 2331 (#87342)
Credits: 3

Cuyahoga Community College
Western Campus
Business & Technology Unit
Fall Semester - 2011
M & W: 11:00 AM - 12:55 PM
Room: C125



“A logo is the point of entry into the brand.”

instructor [joe moore] p [216.214.0843] e [joe@jemark.com] available after class or by appointment

COURSE DESCRIPTION [Lecture Hours: 01 , Laboratory Hours: 02]

Comprehensive corporate graphics emphasizing design process in creating corporate and brand identity. Visual and non-visual aspects of corporate graphics and their application.

COURSE PREREQUISITE(S) VC&D-2300 Graphic Design and Illustration or concurrent enrollment, or VCDP-1360 Vector Graphics

COURSE PERFORMANCE OBJECTIVES

Upon successful completion of VCGD 2331 Brand Identity Design students will be able to:

- [A] Identify and develop resources and design references.
- [B] Demonstrate an understanding of corporate identity system.
- [C] Demonstrate understanding of the design process and its application to corp.design.
- [D] Identify and utilize methods, material, practical, and production considerations involved in corporate graphics design.
- [E] Apply traditional computer knowledge and skills to create corporate graphic design for presentation and production.
- [F] Demonstrate an understanding of applications of corporate graphics.
- [G] Demonstrate an understanding of the legal considerations of corporate graphics.
- [H] Design a total corporate identity system for a client.
- [I] Present a total corporate identity system for client approval.

TEXTBOOK/INSTRUCTIONAL MATERIALS

Text: *Designing Logos – The Process of Creating Symbols that Endure*, by Jack Gernsheimer
Media Storage Device: Flash Drive, Portable Hard drive, CD/DVD's etc
Tracing Paper: 9" x 12" Tablet
Mounting/Presentation Materials: To be announced

ATTENDANCE

Regular class attendance is required and very important if competency in the software is expected being ti that this course meets only once per week. If a class is missed it will be the students responsibility to obtain any missed lecture notes and or handouts. 3-4 missed classes in a row may result in automatic result in failure. Contact the instructor if unusual circumstances warrant. Attendance will count for 25% of students final grade.

WITHDRAWAL

Students may withdraw from any semester course prior to the end of the twelfth week of the full term, or 80 percent of any instructional part of term. Specific withdrawal dates are available by term in the Campus Admissions and Records Offices or published in the schedule of courses. Up to the last day of the twelfth week of the semester, a student may withdraw from a course{s} for any reason. Withdrawal from a course prior to the last day of the second week of the semester will have no notation made in permanent records-- withdrawal thereafter will be noted with a "W."

If a student misses class time for the equivalent of one week of instruction, an instructor has the option to withdraw the student for excessive absence. The instructor may elect not to exercise this option, however, and it is the student's responsibility to make sure that an official withdrawal takes place.

All transactions involving withdrawal from courses shall be done in writing and on forms provided by the college. A student's failure to attend classes shall not constitute an official withdrawal.

The last withdrawal date for this course with a "W" grade is NOVEMBER 23, 2011



“Brand is the promise, the big idea, and the expectations that reside in each customers mind about a product, service, or company.”

[continued from previous page]

COMPUTER USE/CLASSROOM GUIDELINES:

- Cell phones must be turned off. Texting is NOT permitted during lectures.
- Students are not to use computer during demo's or lectures unless instructed
- Students are not permitted to change any settings on computers
- ABSOLUTLY NO FOOD or BEVERAGE will be permitted in room
- Students are not to copy fonts or software from computers
- Students are not permitted to access the internet unless otherwise instructed



DEMO'S AND LECTURES:

- Students are asked to view all demonstrations and not use computers during this time
- Note taking is encouraged/recommended

HOMEWORK:

Reading as assigned.
Out of class project work.

TESTING:

- Quizzes may be given at the instructors discretion
- A written MidTerm exam may be given at/or around the mid point of the semester



GRADING STRUCTURE

[A separate document will be provided with a breakdown of each assignments value]

- 91 - 100 = A
- 81 - 90 = B
- 71 - 80 = C
- 61 - 70 = D
- 60 - 0 = F

LATE ASSIGNMENTS AND MISSED EXAMS OR QUIZZES:

Late homework assignments may be turned in only following an absence. It is the students responsibility to obtain missed assignments. Projects are due on dates indicated on syllabus or as announced by the instructor. A project may be turned in late the following class period ONLY, at a reduction of one letter grade (10%). Late projects will NOT be accepted past one week from due date, resulting in a ZERO for a grade. If a scheduled exam is missed it is the students responsibility to arrange a make-up time by the end of the following class period. Pop quizzes will not be eligible for make-up.

EXIT REVIEW

Time permitting, upon completion of the semester, students may request a personal, verbal evaluation of their semester performance. This would include evaluation of software, design, and presentation skills from a professional point of view.

