

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

Course Title	Branding
Session/Year	Winter 2011
Course Number	AD235 A
Day/Time	Tuesdays & Thursdays 11:00 am - 12:50 pm
Instructor	Gregory V. Eckler
Contact Info	geckler@aii.edu (school email) greckler@gmail.com (alternate email) <a href="http://www.gregeckler.com/teaching.html">http://www.gregeckler.com/teaching.html</a> (course website)
Office Hours	Tuesdays & Thursdays 1:00 pm - 2:00 pm; I can also make time after class just let me know during class that you need to meet with me afterwards.
Course Length	10 weeks
Contact Hours	60 hours
Credit Value	4.0

**COURSE DESCRIPTION** Although good brands are easy to identify, they are hard to create. This course addresses the factors that make a brand successful, and then approaches the factors like price pressure, fragmented markets and media and proliferating competition that businesses must control to build a strong, successful brand.

- COURSE GOALS** Upon completion of this course, students should be able to:
- Create a branding concept and translate its essence and personality through strong visual identity.
  - Understand the brand identity process and all its phases from conducting research, clarifying strategy, mark-making, and creating touchpoints to reach out to a defined audience.
  - Create a brand book with process, standards and guidelines of a strong brand identity.
  - Analyze real-life case studies of brand successes and failures.

**RECOMMENDED TEXT** Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, John Wiley & Sons, 2009. (ISBN 0470401427)

**MATERIALS** Removable media for storage and archiving work (CD-R, CD-RW, flash drive, portable hard drive, etc.); paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board (available in bookstore); paper adhesive such as Spray Mount or Studio Tac; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).

- GRADING** Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.
- Each project will be judged on the following criteria:
- **Deadlines (10%):** Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?
  - **Process/Sketches (10%):** Is there evidence of strong research and development?
  - **Participation (10%):** Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions? Was the student's behavior in class professional and respectful of the guidelines stated by The Art Institute of Washington?
  - **Specs (10%):** Did the student follow the specified instructions for each project? Were the specified materials and sizes used?
  - **Concept (10%):** Is the concept well thought out and developed?
  - **Execution (50%):** Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?

*NOTE:*

*1. This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work to ensure you understand the responsibilities of an Art Director.*

*2. Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books, they must be photocopied or cleanly cut out from books (no jagged/ripped sketch paper!).*

- DEADLINES** Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If work is presented late during the due date's class period, it will result in a 1-letter grade reduction for the corresponding project. If the work is presented outside of class time or at a later date, it will automatically receive a grade of "F". Students who drop off a project that is due, but skip that day's class, will be graded as if absent. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification must be given to the instructor (in person, by phone, or email).

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.

- ELECTRONIC DEVICES** **YOU MUST SILENCE PHONES AND PDAS DURING CLASS!** Students expecting an emergency call must warn instructor before class begins and take it outside of classroom. Text messaging is NOT allowed (either by phone or computer) during class, as well as social networking websites. Headsets for music may only be used during individual work time and volume must be adjusted so it is not heard by others.

- ATTENDANCE POLICY** Attendance in class is required. You are expected to come to class prepared, arrive in time, submit your homework at the beginning of class and stay for the entire class.

For your Advertising and Fashion & Retail Management classes, arriving late or missing class will result in a reduction of your final course grade. If you arrive to class up to 15 minutes after the start time, you will lose 1 point from your final course grade. If you arrive more than 15 minutes after the start time, you will lose 3 points from your final course grade.

Students are expected to attend all regularly scheduled classes, including the first class of the quarter. Students may drop or add classes during the first week of the quarter. Students who do not attend any classes during the drop/add period will be removed from the courses. A student who misses 7 total consecutive days of classes, or 20 total calendar days from the date of last attendance, will be terminated from the school. Attendance data are available for review through the office of the registrar or through the office of academic affairs.

#### **FACULTY ATTENDANCE**

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Any work due on that date may be submitted via email.

#### **CLASS POLICIES**

*Absences and tardiness... as noted before, and...* If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

*Late submission of work and make up work*—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

*No makeup work will be assigned.*

*Meeting deadlines is your responsibility*, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate disks. Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

**STUDENTS WITH DISABILITIES** It is the policy of The Art Institute of Washington to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973. If a student with disabilities needs accommodations, the student must notify the Student Support and Disability Services Coordinator. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request or can be obtained through the Department of Student Affairs.

To receive accommodation in class, it is the student's responsibility to present a letter of accommodation which is provided by the Department of Student Affairs (at his or her discretion) to the instructor. In an effort to protect the student privacy, the Department of Student Affairs will not discuss the accommodation needs of any student with instructors. Faculty may NOT make accommodations for individuals who have not been approved in this manner.

**STUDENT CONDUCT POLICY** The Art Institute expects its students and employees to conduct themselves in a policy professional manner at all times. In addition, The Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the director.

**ACADEMIC DISHONESTY** The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

**WEEK 1**

Tuesday 1/11 Introductions • Syllabus • Exercise • Review Project 1  
 Thursday 1/13 Review Rough Creative Briefs.

**WEEK 2**

Tuesday 1/18 Creative Briefs Due • Review Rough Mood Boards  
 Thursday 1/20 Final Mood Boards Due • Review Logo Roughs

**WEEK 3**

Tuesday 1/25 Review Work in Progress.  
 Thursday 1/27 Review Work in Progress. • Brand Color Studies Due

**WEEK 4**

Tuesday 2/1 Final Logos Due • 3 Variations of Business System  
 Thursday 2/3 Work in Progress • Type Studies & Grid Studies Due

**WEEK 5**

Tuesday 2/8 Review Work in Progress  
 Thursday 2/10 Business Systems Due • Review Projects 2 & 3.

**WEEK 6**

Tuesday 2/15 Review Work in Progress • Project 2 Ideas Due.  
 Thursday 2/17 Review Work in Progress

**WEEK 7**

Tuesday 2/22 Project 2 Due • Roughs of Project 3 Due  
 Thursday 2/24 Review Work in Progress Project 3 • Begin Brand Manual

**WEEK 8**

Tuesday 3/1 Review Project 3 and Brand Manual  
 Thursday 3/3 **NO CLASS** (*Administrative Day*)

**WEEK 9**

Tuesday 3/8 Project 3 Due • Review Brand Manual Progress  
 Thursday 3/10 Review Brand Manual Progress

**WEEK 10**

Tuesday 3/15 Review Brand Manual Progress  
 Thursday 3/17 Review Brand Manual Progress

**WEEK 11**

Tuesday 3/22 Final Critiques.

*\*Classes also include various lectures and discussion of assigned reading.*