“When everybody zigs, zag.”

Marty Neumeier—author of The Brand Gap
"Seize every opportunity to create new experiences" — Blake Deutsch

Most of our visual world is made up of one or more identity components, (from the basic form and structure of something, to the specific experience which a logo or brand provides). The class will explore both the theory and the practice of identity and branding, through the creation of a comprehensive visual branding project.

Course Learning Outcomes
- Name and describe terminology associated with brand identity systems
- Employ a design methodology to create a brand logo
- Describe branding theories in relation to user and target audience
- Design a cohesive branding system utilizing different delivery platforms
- Formulate a cohesive and clear brand brief
- Use appropriate materials and tools in creating a branding system
- Assemble, document and organize the process in creating a brand identity system

Class Structure
The general structure of this course will consist of lectures, design reviews, critiques, presentations, discussions, in-class work, and small-group meetings. Please be prepared for each class and always have supplies and tools “within reach” for in-class work. Bring your laptops to all classes for work sessions. It is expected that at the very minimum, two hours of work out of class be completed for each hour of scheduled class (at least 6 hours per week of time spent outside of class on assignments). The syllabus and schedule are subject to change, so please regularly check your ONID email!

In addition there may be handouts given. It is very important to keep up on reading assignments, as the information relates directly to the projects you are working on. It is expected that verbal and written articulation demonstrate increased awareness of project concepts. Take notes on new concepts that resonate with you, to aid in participation during discussions.

Projects
Unlike other studio courses, this class will consist of one main project, with many different components. An in-depth investigation using one client as the foundation, will help you apply the concepts of brand identity.

There will be opportunities throughout the term, to gain extra credit for attending a lecture or event by writing a 500 word +/- paper about your experience. Attend up to 3 lectures or events, each = 5 points

1> Conducting Research = 25 points
2> Clarifying a Strategy = 25 points
3> Designing the Identity = 25 points
4> Creating Touchpoints = 25 points
5> Managing the Brand Assets = 25 points
Office Hours
I will be in my office on Mondays and Wednesdays from 11-12:00pm, unless specified. I am flexible, and can make additional appointments to meet your schedule needs. It is a good idea to shoot me an email to set up a time, so I don’t double-book! Office hours are to be used to discuss work in progress or talk about curricula/advising questions, career advising, etc. Office hours are not intended to go over material that you missed during a class period you chose to skip or had to miss for another conflict. You should contact a student in the class to find our what you missed and what is due. (exception: medical excuse)

Textbooks {required}
Designing Brand Identity by Alina Wheeler
Textbooks {optional}
The Brand Gap by Marty Neumeier
* There will be 5-10 books on reserve at the Valley Library beginning week 2 of the term for you to look over. These books may be helpful in furthering your understanding for the class.

Course Evaluation Criteria
The student who shows up on time, with work complete that effectively demonstrates awareness of the principles being studied, is guaranteed to pass the course with a C. The following lists describe the criteria for earning higher and lower grades:

A- to A
Work is complete, on time and of exceptional quality which achieves if not surpasses the goals of the project; Work is conceptually strong and visually well crafted; work shows a strong level of exploration and consequent improvement; work indicates understanding of the material and additional steps to improve understanding have been taken.

B- to B+
Work is complete, on time and of good quality which achieves the goals of the project; work is well crafted; Work may lack exploration and so improvement may not be evident; final projects may not be completely resolved but the principles have been understood.

C- to C+
Work may be incomplete and/or late, and is of passable quality; Work is acceptable but is poorly crafted, and/or is visually weak; Work lacks exploration and consequent improvement; Understanding of the material is lacking, and steps to gain greater understanding have not been taken; Unexcused absences or persistent lateness have been recorded.

D
Work is incomplete and late. Whether work is of poor or exquisite quality, the point is it is late and incomplete. Or, work is poorly conceived and attention to craft is not evident in the work; exploration is not evident.

F
Work is not done OR excessive absences have been recorded.

Attendance
You are allowed one unexcused/’free’ absence during the term. Absences are excused for illness with professional medical written explanation or other proof of treatment. Other absences are excused if negotiated with faculty prior to missing class.

Three unexcused absences lowers the term grade by a full grade. Four absences without faculty consultation, whether excused or unexcused, will result in an F. Faculty do not recognize notification by classmates of your pending absence. Email faculty prior to class. Be prepared to get missed material from a classmate, as the instructor will not repeat lectures/assignments.
Lateness
Class begins promptly at designated time, please come to class on time. On project due dates, there will be time to allow for pin-up/set-up of work. Work not ready to review after designated set-up time (without prior faculty approval), will not be critiqued by faculty or peers during class. Faculty will not critique work outside of class if the work is not complete when due. Repetitive lateness will result in a lower term grade. All project deadlines are final and lateness will result in one project letter-grade docked per class period missed. (exception: extenuating circumstances discussed with the professor)

Class Rules
The following rules are non-negotiable. Non-compliance will be pointed out to those students who opt to ignore them, and will reflect in their overall course grade.

Work areas are free of clutter; bags and other things that are unnecessary to the class session are tucked away. Requested working materials and supplies are readily available.

Working in class on projects means NO Facebook posting or chatting.

Cell phones are turned off or put into silent mode. If you are awaiting dire news, inform faculty.

Facilities
Respect the property of the room.

Keep shared areas free of your trash and process residue (clean up completely after yourself!)

You may bring food and drinks to the classroom BUT, please be respectful of what you bring (some food is messy and makes the room smell like the MU Food Court! ;)

Dispose of your own trash, including bottles and coffee/tea cups. (Recycle whenever possible!!)

Do not cut directly on the tables.

Do not leave work in the studio -- these are shared classrooms.

Resources
There are many resources for you as a student in the College of Business so take advantage!

Lynda.com
We are totally thrilled to be able to offer Lynda.com to every COB student this year. Your subscription thousands of tutorials, films and more is free to you as a COB student. You will be required to use this for specific content within the class.

Career Success Center/Austin Hall
This is a great resource for all of you as you begin to make industry connections. Go online to find out more!

Milam 218 / Milam Computer Lab
Open Lab Times: TBA

When working in the lab or any room in Milam after 5:00 pm you need an after hours pass.
Here is how to obtain one:
• Bring your Student ID to the DHE Office in Milam 228 M-F 8-12 and 1-5pm to get a pass.
• Read the terms and conditions of the after hours pass and sign it
• Once you have your pass, it must be accompanied by your ID at all times, so when Campus Security come... they can verify you are who you say you are
• After hours passes are good for one academic year
Resources (continued)

GD Suite
The GD suite is available for you to meet with your small groups. Make sure you know the code in order to access the space.

Valley Library Reserved Meeting Rooms
You can reserve rooms in the Valley Library with white boards and large monitors, to work in small groups.

Austin Hall Project Rooms
As a student in the College of Business, you have access to Austin Hall Project Rooms, when they are available. Your student ID should be able to get you into these rooms.

AIGA Student Group
This year will be a great one with lots of trips and activities for the member’s of the group. It is a total bargain! $75.00 for the year and you receive free entrance into many of the AIGA Portland events (and there are load of great events throughout the year!)

SDHE and University Policies

Diversity Statement
The College of Business strives to create an affirming climate for all students including underrepresented and marginalized individuals and groups. Diversity encompasses differences in age, color, ethnicity, national origin, gender, physical or mental ability, religion, socioeconomic background, veteran status, sexual orientation, and marginalized groups. We believe diversity is the synergy, connection, acceptance, and mutual learning fostered by the interaction of different human characteristics.

Religious Holidays
Oregon State University strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please see me immediately so that we can make alternative arrangements.

Disability Access Services (DAS)
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 541-737-4098.

Family and Personal Issues Statement
Students who have family responsibilities and those for whom English is not a primary language are especially invited to make the instructor aware of their status at the beginning of the term. If an emergency situation presents itself during the term, please contact the instructor as soon as possible so that we can work together to ensure that you have every opportunity to succeed.
Honesty in Academic Work          Integrity | Respect | Responsibility

Academic dishonesty is defined as an intentional act of deception in one of the following areas: cheating, plagiarism, fabrication, assisting, and tampering. For suspected academic dishonesty, a meeting with the student will take place and a formal report to the Chair of the Department, to the student’s Dean, and to the Student Conduct Office may follow. Students found cheating, plagiarizing, or participating in any form of academic dishonesty may receive an “F” or other penalty on the assignment or test, and possibly in the course. If you have any questions about the definition of academic dishonesty or the extent of sanctions that may result from dishonest behavior, it is important to access information on the OSU student Conduct Website at http://studentlife.oregonstate.edu/studentconduct/offenses-0

You are expected to be honest and ethical in your academic work. Academic dishonesty is subject to the disciplinary process outlined in the Student Conduct Regulations. OSU provides clear definition and sanctions for academic dishonesty. I follow these guidelines in defining and handling dishonest behavior in this class. As a result, academic dishonesty of any kind is not tolerated. Students are expected to be honest and ethical in their academic work.

In the event of a second instance of academic dishonesty by a student enrolled in the College of Business, the student will not be allowed to continue progression towards completing their major requirements within the College and will be evaluated for dismissal from the College. Please see the following URL for additional information regarding the Professional Behavior Standards for the College: http://business.oregonstate.edu/about/academic-policies-standards#cob-professional-behavior-standards

Visual Plagiarism

Visual plagiarism is as dishonest as verbal plagiarism and it is dishonest to look at work online or in books and publications and copy it. Influence versus plagiarism is a slippery slope and there will be a lecture on this in the coming weeks. Here is a link to help in understanding: http://prezi.com/vzpa2bgyi_p/visual-plagiarism-for-art-students/ Though this short Prezi slideshow talks about art, it covers similar rules to design. Take a few minutes to look at this (including the short YouTube videos embedded).
### GD424 MACRO Term Schedule
(there will be handouts for each project phase)

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<thead>
<tr>
<th>Special Events</th>
<th>Tuesday</th>
<th>Thursday</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>Class overview</strong>&lt;br&gt;<strong>Phase 1: Conducting Research</strong></td>
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<td><strong>Extra Credit Lecture</strong>&lt;br&gt;If you attend a PDX Design Week event, you can receive extra credit</td>
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<td><strong>Phase 2: Clarifying Strategy</strong></td>
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<td><strong>Week 2</strong></td>
<td><strong>Phase 2: Clarifying Strategy</strong></td>
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<td><strong>Extra Credit Lecture</strong>&lt;br&gt;Bart Cleveland, founder of Job Propulsion&lt;br&gt;“10 Keys to a Successful Career Launch”&lt;br&gt;October 15th @6:30pm (Austin Hall)</td>
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<td><strong>Phase 3: Design of Identity</strong>&lt;br&gt;(Logo or Wordmark)</td>
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<td><strong>Week 3</strong></td>
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<td><strong>Week 4</strong></td>
<td><strong>No Class</strong>&lt;br&gt;(Andrea at AIGA GAIN Conference)</td>
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<td><strong>Extra Credit Lecture</strong>&lt;br&gt;Dearl’s Distinguished Lecture Series&lt;br&gt;Intel Futurist Brian David Johnson&lt;br&gt;Oct. 28th at LaSells Stewart Center</td>
<td><strong>Phase 4: Creating Touchpoints</strong>&lt;br&gt;(Collateral for Organization)</td>
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<td><strong>Week 5</strong></td>
<td><strong>Phase 4: Creating Touchpoints</strong></td>
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<td><strong>Week 6</strong></td>
<td><strong>Phase 5: Managing Assets</strong>&lt;br&gt;Creating a Brand Book and Guidelines</td>
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<td><strong>Week 7</strong></td>
<td><strong>Phase 5: Managing Assets</strong></td>
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<td><strong>Week 8</strong></td>
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<td><strong>Phase 5: Managing Assets</strong></td>
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<td><strong>Week 10</strong></td>
<td><strong>Prepare Final Presentation and final files for Lulu.com</strong></td>
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<tr>
<td><strong>Final</strong></td>
<td><strong>Final Presentations</strong>&lt;br&gt;Files sent out to Lulu.com</td>
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<td><em>We will have a class overview of printed books early winter term</em></td>
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