DSGN.310.01

BRAND IDENTITY

Taken with Professor James Pardee
Spring Semester 2022

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RWU - Brand Identity - 0406 - Spring 2022 | slack-q468231.slack.com

https://drive.google.com/drive/folders/1IQyUpMq1bwC_BAtlJ2PXw7RWNd0gTquo?usp=sharing

Class Meeting:

Monday & Thursday from 4:20 to 6:10

School of Engineering, Computing and Construction Management 122

Office Hours:

Mondays & Thursdays from 1:00 to 2:00

GHH 303

For more information on project assignments:

jamespardee.com/students.php

course description

Prerequisite: **DSGN100, DSGN110 and DSGN 210**

Branding is the visual application of a companys mission and narrative. Through the design process, the visual needs to tell the clients story are identified and applied to a range of formats starting with a logo system. Students then expand this brand concept and design into a series of practical applications including, but not limited to, stationery, standards manual and potentially web interface, packaging, menus & brochures, or even environmental components. Students should expect to develop multiple brand solutions and applications during the semester. (3 credits) Spring

introduction

Branding is the foundation for which every company, organization or in some cases individuals stand apart from others. It is an identity that showcases who they are, what they stand for. The development of a brand will pull from why the identity exists. What makes them different and why do people identify with certain brands? The branding will always precede any marketing scheme that comes after. This foundation is bigger and far more important than any marketing effort. Consistency is vital to the strengthening which is why it's imperative that the foundation is solid from the start. From the typefaces used to the weights and colors to the imagery and all it's uniqueness carried from one facet to another. it will cross multiple platforms of message and form. Brand identity creates a message of truth and value and expression that forms exterior perceptions.

structure of class meetings

Classrooms have been arranged for students who bring in their own laptops to have plenty of space to complete their work. There are a limited number of iMacs in GHH12 & GHH13 for those students who do not use their own computer for their design work. To enable a more accurate contact tracing, it will be important to identify which students sit next to one another during class meetings. We will be using a seating chart that will be a helpful aid for contact tracing should anyone in the class be diagnosed with COVID-19. So kindly try to sit in the same seat each class.

evaluation

You will be evaluated in the following areas:

- the quality and aesthetic appeal of the logo itself
- the uniqueness & creativeness of the brand elements
- strength of all the pieces as a whole - consistency
- research/process of the project - mood board development
- participation in class crit

The logo is a crucial component and will weigh heavily but do not allow for the other elements to become an after thought. Allowing yourself to go backwards in your process when developing a certain aspect of the overall project and identifying a flaw in the logo is what this course is intended for. Don't allow yourself to become rigid and solidify your finished logo even before developing the complimented pieces. Ask yourself how does the design itself hold up against other brands within the same profession. Could the overall brand be more attractive? Could the individual pieces posses a unique element or does it require a subtle and yet minimalist approach. All possible directions should be conceptualized prior to execution and finalizing each design to a degree in which will help your overall portfolio presence. Though I do not grade individual projects against other projects, it is a great way for you to see where your design stands in relation to the other work being produced around you.

During this semester you will be given both projects as well as assignments. Each assignment is generally conducted outside the class that lead into a project. They are worth less than projects but can have an impact on your final grade. If you miss class when a class assignment is assigned, it is your responsibility to reach out to myself or a classmate to ask what was assigned.

absences

With the times we are still all living in, **I will not be tracking attendance nor will you be docked any points for missing class time.** I trust that everyone will be truthful and honest in regards to feeling ill and will never require a doctors note for missed classes. I ask that you keep me in the loop if you are missing a class scheduled meeting and if this missed time will impact you working on your project. HOWEVER, missed deadlines should be avoided unless serious issues arise during the semester.

approach

Each project will have specified due dates during the course of the semester. The outline for each project will follow a tight schedule with multiple milestones that should be followed closely. As each aspect of a project relies on one another, falling behind will cause delays in the implementation of your rationale and solution. More importantly, not receiving critical feedback and having proper time to digest that criticism, will hinder your ability to improve and further your skills. Throughout this course, you will receive criticism and feedback from myself and other students. Learning how to digest this feedback and apply to your design is a major part of this course. **Knowing and understanding how is absolutely important - but articulating the why can be argued is even more important.**

During this class, you will develop brand identities from scratch. From logo development to multiple elements an entity would require, will be created for a variety of scenarios applications. The "why" must be answered throughout the process. Revisiting the look and feel that the brand is generating is important and must be documented. The entire project must work together and be a cohesive message that speaks to the entity's message and values.

Receiving outside feedback will be important as it will either confirm your objectives or force to rework your rationale. Throughout the process, you must understand how your designs will be adapted into other applications. The logo should transcend from the digital to physical world through print and embroidery or even large scale signage or billboards.

How will the typefaces chosen hold up under these different design situations and should the type be tweaked for specific circumstances? Often when viewed on screen, type will follow a set of rules that differ when the text is seen on a large sign. What happens when your logo is placed into a social media setting and the design is squared off? Is your design extremely narrow and unable to utilize that space? Can you develop a set of rules that allows for the brand to bounce to multiple variations for different dimensions and spaces? Should your logo respond to different orientation scenarios? Will the logo work as a one color? Is the line weight too thin that falls apart when embroidered? These questions are important to consider and with each project this semester, your decisions will be forced into these different situations.

There will absolutely be last minute curve balls thrown at you during the project.

Understanding the different methods of printing standards and the software used to develop the end design pieces will be covered in more depth in each of the semester projects and assignments. Each project that will be designed in class will differ just as each student will have different taste, direction and subject. Because of this, it will allow for a much diverse range in projects that will at times have students being pushed in different directions as their project demands. Never does a one set of rules govern design just as the process and approach often will too. Certain rules can be broken and yet some absolutely must not. Learning these limitations in the process will allow for creative solutions as each of you strive to develop a truly unique brand.

Each project will be developed on screen and accompanied with multiple applications that could be a range of elements that are specific to that brand/company/entity needs. Printing out your designs and seeing how they look off screen is vital. The contrast and quality of images and color along with type readability without the back glow of the screen, can only be perfected with prints. You will be asked to use software you have already used in previous courses and throughout this semester your knowledge will be strengthened.

This class is about problem solving but more importantly understanding how your decisions and finalized executions will affect all future projects going forward. Often, a design may work perfect for one application but falter or fail in another. This will force you to back track and redevelop your ideas and direction. It is rare when a logo development is created in isolation and can work perfectly across multiple scenarios.

On project due dates, come to class with the project already completed and uploaded. We will not be printing projects to submit - though printing should be used through the design process. **Projects should be uploaded before class starts on the due date.**

Projects are due on a specific date and if missed, will be docked a full letter grade for every class meeting that passes. During this semester, there has to be exceptions. Please reach out to me if you are falling behind. **I care about your health and well being more than imposing strict guidelines, even though I feel are important, right now can not be the most important.** These projects will require work done outside of class time. Please balance your commitments and do not fall behind. You may resubmit any project for grading until the last week of classes - unless that project was handed in late.

preparedness

Please come to each class prepared to show progress with the current project. Be sure to have continued your work outside of class and arrive with a substantial amount of work to show. Pay attention to the project handout and check the milestones outlined in the time line. It is recommended a total of four to seven hours a week will be spent working on projects outside of class. **You will gauge rather quickly how much time will be needed outside of class to complete and progress your ideas and concepts.** As in many aspects of life, there is not an exact formula for creating a piece or learning a subject matter. If you are constantly coming to class each day with zero progress from where you left off the previous class, you need to ask if you are truly happy with the progress you are achieving in this course.

People work at varying speeds and students as well as professional designers will run into walls that will at times feel exhausting. Allowing enough time to work through these setbacks will ensure you are not running around last minute when projects are due.

Just as in other design classes and projects, the first solution seldom yields the strongest result. Your rationale and executions will evolve over time and you must document this progression and allow time to reflect. Your prints should be placed in your sketch book with notes written next or over your printed pieces. This will play into your research portion of your grade.

You must also keep track of feedback. Not only from classmates during a class crit but throughout the project where myself or others will provide insight into your branding solutions. Each project should be approached from different angles depending on the nature of the brand.

Class crits will begin immediately so all students have ample time to show their work and receive the critical feedback from fellow classmates. Then if time allows, the remainder of class will be spent reflecting and absorbing that criticism. Deciding which feedback will be useful and how it can help strengthen your project. These crits are vital to learning how one can articulate reasons for their design choices and re-evaluate those reasons. The crit is important for each project and will count for 10% of your project grade. **Please do not miss class when a crit is scheduled.**

gained knowledge

The end of the semester you will have a clear understanding of how a brand is developed from the ground up. You will be able to take your logo and apply the set of rules and guidelines across multiple platforms that can cross print and digital delivery. Each and every project will have a style guide that will allow any individual to understand these rules you have developed for future designs.

In the end, you will have three complete and polished brands for your portfolio. You will have a clear understanding of the importance a brand has to an entity. You will walk away with a stronger sense of brand identity and maintaining that identity through multiple aspects of a design in various applications. This knowledge will help in other areas of design such as type usage, color treatment, compositional layout as well as balance.

academic integrity

Graphic design communication is a profession that values originality and integrity in the creative process. All your finished projects should be your own work. In addition, Roger Williams University holds the highest standard for academic integrity.

Please review the university's policies on academic integrity, www.rwu.edu/academics/academic-affairs/academic-standards

Please note that course materials distributed by an instructor are the intellectual property of the instructor and may not be shared or distributed without permission.

emergency situation contacts/notifications

EMERGENCIES CALL 911
Roger Williams Public Safety 401-254-3333

Campus Notifications:
If you hear a fire alarm inside, proceed outside.
If you hear a siren outside, proceed inside.

the tutoring center

The Tutoring Center, which is comprised of the Math, Science, Writing and Modern Languages Centers, is located on the second floor of the Library on the Bristol campus. You can walk in and see a peer tutor; appointments for faculty tutors are encouraged. All tutoring is free. You are encouraged to visit the Center to ask questions, whether it's about course-specific in-person tutoring, specialized study groups, or how to get the most out of tutoring.

In addition, the Writing Center offers a second option for tutoring: an email tutoring system at this website: https://rwu.edu/go/email-writinghelp. The WritingHelp email system is not in-person tutoring (for in-person help, please come into the Writing Center); it provides an email address to send your paper to a tutor for help.

The Tutoring Center offers assistance
Monday through Thursday from 9:00am to 8:00pm
Friday from 9:00am to 3:00pm
Sunday from 2:00pm to 8:00pm.

For additional information about the Centers, including tutor schedules, please see https://rwu.edu/go/tutoring.

student accessibility services

The University has a continuing commitment to providing reasonable accommodations for students with documented disabilities. Students with disabilities who need accommodations in order to fully participate in this class are urged to contact Student Accessibility Services, as soon as possible, to explore the arrangements needed to be made to assure access.

The Student Accessibility Services office can be reached at sas@rwu.edu and 401-254-3841. SAS is open Monday through Friday from 8:00am to 5:00pm.

For more information about SAS, visit https://www.rwu.edu/undergraduate /academics/student-academic-success/studentaccessibility-services-sas

title ix at rwu

Roger Williams University faculty are committed to supporting students and upholding the University's non-discrimination policy. Under Title IX, discrimination based upon sex and gender is prohibited. If you experience an incident of sexual misconduct or gender-based discrimination, you are encouraged to report it. While you may wish to share this with a faculty member, please note that as a "Responsible Employee" of the University, academic instructors are required to report such disclosures to the campus Title IX Coordinator. If you would like to report the situation confidentially, the following resources are available for you:

The RWU Counseling Center – 401 254 3124
www.rwu.edu/undergraduate/student-life/health-and-counseling/counseling-center

Health Services – 401 254 3156
www.rwu.edu/undergraduate/student-life/health-and-counseling/health-services

Additional information regarding your rights and resources are available at: www.rwu.edu/undergraduate/student-life/health-and-counseling/ sexual-assault-and-dating-violence/title-ix-rwu

preferred name policy

Roger Williams University has an optional Chosen Name Policy that allows students to update their name in our University records without requiring a legal name change. Students who might consider using such a change include members of our trans communities. Students can update their name through their Student portal, click on Student, then User Account. Preferred Personal Information should appear and they can update their name there. Should students have any questions or concerns, please reach out to the Information Technology Office, or send an email to diversity@rwu.edu to contact someone in the Intercultural Center.

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A	4.0	C	2.0
A-	3.7	C-	1.7
B+	3.3	D+	1.3
B	3.0	D	1.0
B-	2.7	D-	0.7
C+	2.3	F	0.0

grading criteria

The following is a general guideline that will be used in grading your work during this semester.
On every project handout, a more detailed outline of expectations will be provided.

● ● ● ● ● | ●   the quality and aesthetic appeal of the logo itself | with milestone marker

● ● ● ● | ●   the uniqueness & creativeness of the brand elements | with milestone marker

● ● ●   strength of all the pieces as a whole - consistency

● ● ●   research/process of the project - mood board development - THE WHY

● ●   participation in class crit

IMPORTANT!

You are allowed to resubmit any project after making any corrections - unless the project was submitted late. **You can not recover points lost for late projects.**

A	A-	B+	B	B-	C+	C	C-	D+	D	D-
20 of 20	18-19 of 20	16-17 of 20	14-15 of 20	12-13 of 20	10-11 of 20	08-09 of 20	06-07 of 20	04-05 of 20	02-03 of 20	00-01 of 20

SIDE ASSIGNMENTS

You will be assigned side work throughout the semester. Each assignment will coincide with the project you are currently working on. They are all pass fail and you will be asked to resubmit any homework not done to proper specs. The total homework grade will account for one project and can significantly affect your final grade.

P01	P02	P03	P04	HW		
A	A	A	A	F	=	B+
4.0	4.0	4.0	4.0	0.0		16.0 / 5 = 3.2

Example : Receive an A on every single project but fail to submit any homework, the final grade will be a B
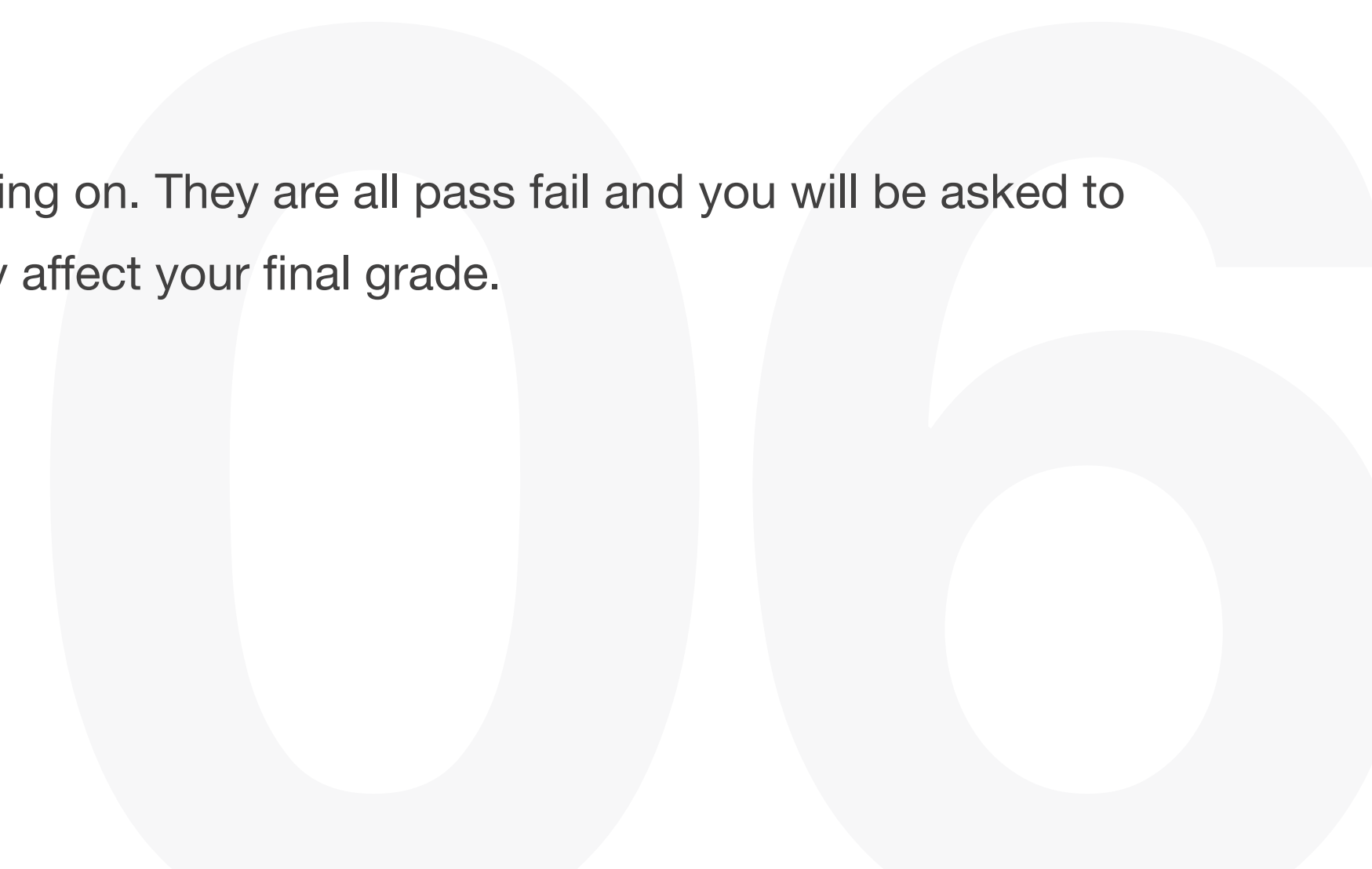
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grading criteria

The following is a general guideline that will be used in grading your work during this semester.

On every project handout, a more detailed outline of expectations will be provided.

A

Quality of Project, Uniqueness of Conception and Execution of Finished Design Piece(s)
Overall project exceeds expectations. Excellent concept and developed project to the highest quality. Zero flaws in typographical skills and properly executed overall intention. From conception to completion, the project goes above and beyond.

Effort and Level in Which Project Stands Against Other Projects
Student has set the bar for oneself very high and project stands apart from other work being created. Work continues to improve as semester progresses and builds on previous project(s).

Participation in Critique
Excellent verbal skills and highly participating in critique. Not only the explanation of self's work but also opening dialogue with other students about their own design.

B

Quality of Project, Uniqueness of Conception and Execution of Finished Design Piece(s)
Very good design and solid concept. Final project meets expectations and none or very little errors in typographical elements. Possibly does not stand out as being the best work in class. Maybe conceptually, the project could had been stronger.

Effort and Level in Which Project Stands Against Other Projects
Project is comparable to other work being developed. Level of design is the same straight across the board.

Participation in Critique
Good participation is class critique and decent verbal skills. Learning to explain your rational in your own design but also in seeing how another student could benefit from your own view.

C

Quality of Project, Uniqueness of Conception and Execution of Finished Design Piece(s)
Decent design and concept could had been stronger. Overall execution could had been handled more effectively. Errors are apparent and need to be fixed. Concept is weak and/or execution needs to be stronger.

Effort and Level in Which Project Stands Against Other Projects
Project lacks the designers capability and falls short of other projects and past projects. Far more effort needs to be committed to project.

Participation in Critique
Very little if any participation in class critique. Must learn how to verbally discuss your own design decisions.

suggested books & magazines

Communication Arts Magazine

www.commarts.com

Designing Brand Identity by Alina Wheeler

ISBN-10: 1118099206

Logo Design Love by David Airey

ISBN-10: 0321985206

Brand Identity Essentials by Kevin Budelmann

ISBN-10: 159253578X

Designing with Type by James Craig

ISBN-10: 0823014134

Baseline Magazine

@baseline_mag

Brand Against the Machine by John Morgan

ISBN-10: 1118103521

Eye Magazine

www.eyemagazine.com

required materials

You will be required to have a sketch book designated solely for this class. In this class, simply getting to the end result is not good enough. The process of conceptualizing is as important as the final piece. You want to have a record of the process and choices made throughout.

- sketchbook - large enough to put a letter size print out in without folding
- straight edge for trimming prints
- x-acto holder with #11 x-acto blades
- 12 x 18 cutting mat - there are a couple in the lab to use during class

resources & references

organizations

American Institute of Graphic Arts

Art Directors Club

Design Management Institute

Graphic Artists Guild

International Council of Graphic Design

St. Bride Library in London

Society for News Design

Emigre - www.emigre.com

Graphis - www.graphis.com

paper stock

Paperworks

Finch

French

Gilbert

Hazen

Neenah

Wausau

stock images

123RF

Dreamstime

Fotolia

iStock

YOU MUST SET UP A CLOUD ACCOUNT.

A google account up to 15gb is free. 100gb is $2 a month.

If you work on your mac, first 5gb is free,

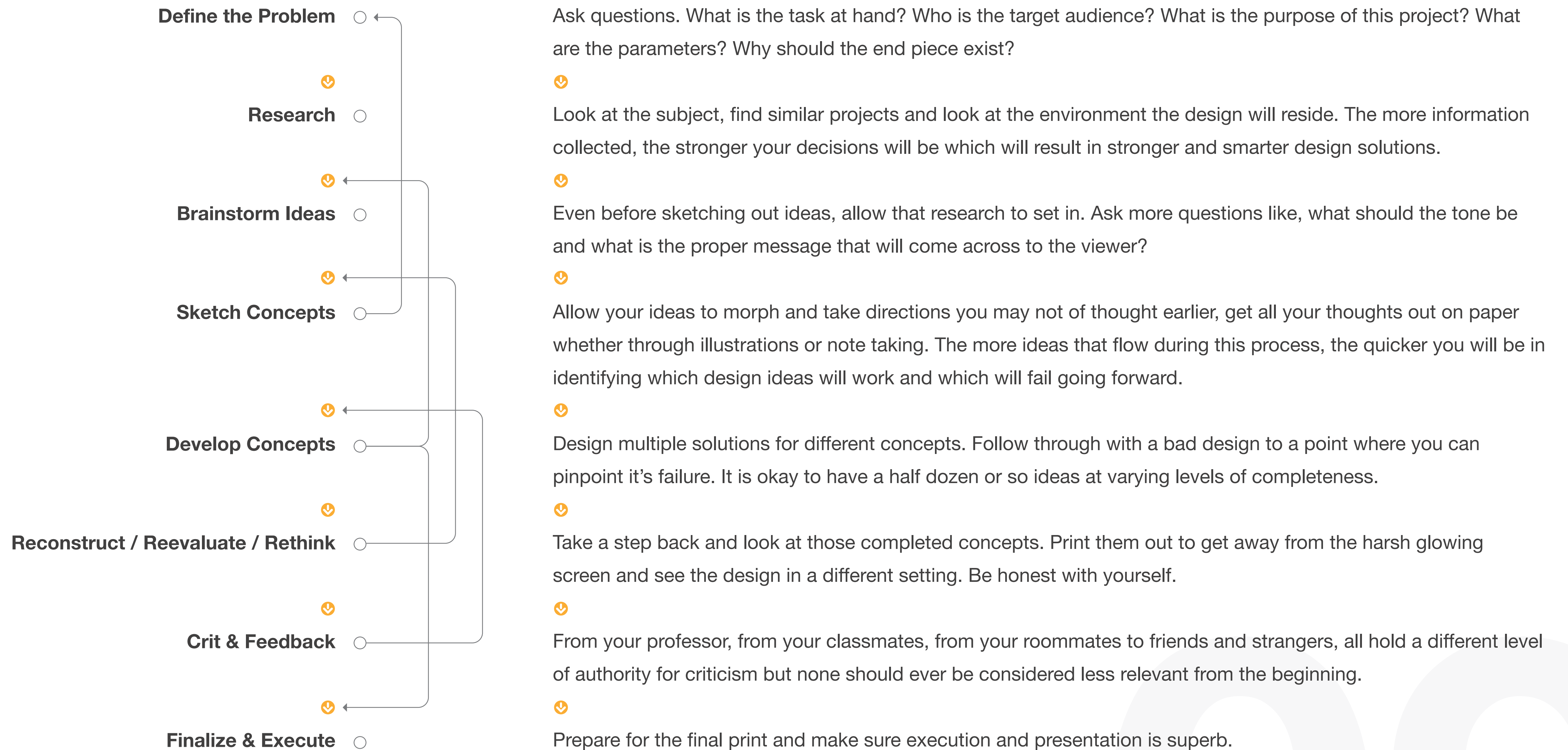with 50gb is $1 a month or 200gb being $3 a month.

adobe suite (creative cloud)

Students are responsible for obtaining a license for Adobe's suite of tools.
Information on student discount pricing for the Creative Cloud apps can be found at:
https://www.adobe.com/creativecloud/buy/students.html

the design process

Define the Problem

Ask questions. What is the task at hand? Who is the target audience? What is the purpose of this project? What are the parameters? Why should the end piece exist?

Research

Look at the subject, find similar projects and look at the environment the design will reside. The more information collected, the stronger your decisions will be which will result in stronger and smarter design solutions.

Brainstorm Ideas

Even before sketching out ideas, allow that research to set in. Ask more questions like, what should the tone be and what is the proper message that will come across to the viewer?

Sketch Concepts

Allow your ideas to morph and take directions you may not of thought earlier, get all your thoughts out on paper whether through illustrations or note taking. The more ideas that flow during this process, the quicker you will be in identifying which design ideas will work and which will fail going forward.

Develop Concepts

Design multiple solutions for different concepts. Follow through with a bad design to a point where you can pinpoint it's failure. It is okay to have a half dozen or so ideas at varying levels of completeness.

Reconstruct / Reevaluate / Rethink

Take a step back and look at those completed concepts. Print them out to get away from the harsh glowing screen and see the design in a different setting. Be honest with yourself.

Crit & Feedback

From your professor, from your classmates, from your roommates to friends and strangers, all hold a different level of authority for criticism but none should ever be considered less relevant from the beginning.

Finalize & Execute

Prepare for the final print and make sure execution and presentation is superb.

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spring 2022
semester calendar outline

rationale behind each assignment will be handed out as a separate work sheet and discussed before the start of each assignment. The schedule could be tweaked due to unforeseeable events such as canceled classes due to weather. At which point a modified schedule will be mapped out and provided.

NO FOOD OR DRINKS ALLOWED - PLEASE!

You are welcome to leave the lab when you need a break or a drink.

VIRTUAL

Introduction | **Project One Start**   **24** 01
Develop the identity for an independent coffee or tea shop.   **27** 01
This will include a logo with symbol integration, invitation to event media
post, window treatment, signage, shopping bag, cup design, shirt design   **31** 01
along with a smock design.   **03** 02

07 02
10 02

14 02
Class Crit on completed components at start of class   **17** 02

Project One Due at Beginning of Class | **Project Two Start**   **22** 02
Develop the identity for a local clothing store that is type based driven.   **24** 02
You will develop the letter forms for the logo as well as the business card,
store shopping bag, store box with unique tissue paper, exterior hang   **28** 02
tags and clothing/shirt interior tags, the store door treatment and wall   **03** 03
signage in the front or back of store enlarged with wall display.

03 **07**
03 **10**

03 **14** | **Spring Break**
03 **17** | **Spring Break**

03 **21**
03 **24** ■ **Class Crit** on completed components at start of class

03 **28** □ **Project Two Due at Beginning of Class** | **Project Three Start**
03 **31**   Develop the identity of a food truck. This will include the logo, the
truck graphics, hand out menu, advertisements for a-frame sign,
04 **04**   banner signs, food container and cups.
04 **07**

04 **11**
04 **14**

04 **18**
04 **21** ■ **Class Crit** on completed components at start of class

04 **25** □ **Project Three Due at Beginning of Class** | **Final Project Start**
04 **28**   Develop the branding guidelines for any of the three projects
completed this semester for screen accessibility.
05 **02**
05 **05**

05 **09** **Last Day of Class**
05 **12**[*] ■ **Final Class Crit** | **Final Project Uploaded at Conclusion**
*could change date/time/virtual

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