

# ART 4210 — Branding

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|                            |  |              |              |             |             |              |              |              |              |              |              |              |            |
|----------------------------|--|--------------|--------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|
| COURSE DESCRIPTION         | This course will concentrate on brand development from corporate to individual and overseeing their consistent application from basic logo to complex design platform, such as website, advertising and packaging.   |              |              |             |             |              |              |              |              |              |              |              |            |
| PRE-REQUISITES             | ART 1120, ART 2210, ART 3230, or approval.   |              |              |             |             |              |              |              |              |              |              |              |            |
| REQUIRED TEXTS / MATERIALS | No text book is required for this class, however, each student need to have a sketchbook to collect visual elements, to doodle, and to sketch. You will be asked to turn in your sketchbook for review from time to time. You are also expected to have a portable storage device (iPod, USB drive, etc.) to store your digital files.   |              |              |             |             |              |              |              |              |              |              |              |            |
| MEETING TIME / LOCATION    | M, W, F, 1:00 – 2:50 pm / Centrum Mac Lab  |              |              |             |             |              |              |              |              |              |              |              |            |
| OFFICE HOURS               | M, W, 3:00 – 5:00 pm   |              |              |             |             |              |              |              |              |              |              |              |            |
| COURSE OBJECTIVES          | <ol style="list-style-type: none"><li>1. To give design a well-defined purpose through the process of brand development.</li><li>2. To understand the impact of successful branding on culture and economy.</li><li>3. To prepare students for a broad range of careers in design and advertising industry.</li></ol>  |              |              |             |             |              |              |              |              |              |              |              |            |
| COURSE PROCEDURES          | <p>The course consists of three parts, case study, critiques, and individual attention.</p> <ol style="list-style-type: none"><li>1. Case Study (Mondays). All students will be in attendance. Your weekly branding case study will be due on this day. Class discussion and lecture will be based on the case study. This will count as the research points.</li><li>2. Critiques (Wednesdays). All students will be in attendance, on time with the required assignment completed.</li><li>3. Individual Attention / Work Day (Fridays). All students will be in attendance.</li></ol> |              |              |             |             |              |              |              |              |              |              |              |            |
| GRADING                    | <ol style="list-style-type: none"><li>1. Preparation points cannot be made up.</li><li>2. Late assignments = 5% grade cut.</li><li>3. Most assignments may be redone and re-graded.</li><li>4. No late assignment will be given the option of re-grading.</li></ol>  |              |              |             |             |              |              |              |              |              |              |              |            |
| PERCENTAGES                | <table><tr><td>100 – 94 = A</td><td>86 – 83 = B</td><td>76 – 73 = C</td><td>66 – 63 = D</td></tr><tr><td>93 – 90 = A-</td><td>82 – 80 = B-</td><td>72 – 70 = C-</td><td>62 – 60 = D-</td></tr><tr><td>89 – 87 = B+</td><td>79 – 77 = C+</td><td>69 – 67 = D+</td><td>59 – 0 = F</td></tr></table>  | 100 – 94 = A | 86 – 83 = B  | 76 – 73 = C | 66 – 63 = D | 93 – 90 = A- | 82 – 80 = B- | 72 – 70 = C- | 62 – 60 = D- | 89 – 87 = B+ | 79 – 77 = C+ | 69 – 67 = D+ | 59 – 0 = F |
| 100 – 94 = A               | 86 – 83 = B  | 76 – 73 = C  | 66 – 63 = D  |             |             |              |              |              |              |              |              |              |            |
| 93 – 90 = A-               | 82 – 80 = B-   | 72 – 70 = C- | 62 – 60 = D- |             |             |              |              |              |              |              |              |              |            |
| 89 – 87 = B+               | 79 – 77 = C+   | 69 – 67 = D+ | 59 – 0 = F   |             |             |              |              |              |              |              |              |              |            |
| PROJECT GRADING GUIDE      | <p>Grading will be based on following criteria:</p> <ol style="list-style-type: none"><li>1. Brand development appropriate for its target audience.</li><li>2. Design consistency.</li><li>3. Appropriate selection of fonts and color schemes.</li><li>4. Composition.</li><li>5. Visual hierarchy.</li><li>6. Typography.</li><li>7. Craftsmanship is important, but design and concept will be emphasized.</li><li>8. Finishes will not be graded based solely on computer skills.</li></ol>  |              |              |             |             |              |              |              |              |              |              |              |            |

|          |                    |                     |                     |           |
|----------|--------------------|---------------------|---------------------|-----------|
| PROJECTS | 1. BRAND 1         | 30 points           | 2. BRAND 2          | 30 points |
|          | Design scheme      | *1 point            | Design scheme       | *1 point  |
|          | Logo comp          | *1 point            | Logo comp           | *1 point  |
|          | Logo refinement    | *1 point            | Logo refinement     | *1 point  |
|          | Ad comp            | *1 point            | Ad comp             | *1 point  |
|          | Ad refinement      | *1 point            | Ad refinement       | *1 point  |
|          | Website comp       | *1 point            | Website comp        | *1 point  |
|          | Website refinement | *1 point            | Website refinement  | *1 point  |
|          |                    |                     | Class Participation | 10 points |
|          |                    |                     | Research Points     | 16 points |
|          |                    | *Preparation Points | 14 points           |           |
|          |                    | Total               | 100 points          |           |

**PROJECT ONE: CORPORATE BRAND**

Corporate brand promotes company's name. In this project you will develop a brand for a company (fictional or real). Starting with the development of a design scheme, which covers the usage of fonts, colors, and design elements, you will then apply it to the design of following subproject:

1. A company's logo.
2. A promotional design layout. This could be a brochure or an advertising poster.
3. A website design layout.

**PROJECT TWO: INDIVIDUAL BRAND**

Individual brand gives each product of the company a unique brand name. In this project you will pick an existing company and develop a brand for its new product (fictional or real). Starting with the development of a design scheme, which covers the usage of fonts, colors, and design elements, you will then apply it to the design of following subproject:

1. A product's logo.
2. A promotional design layout. This could be a brochure or an advertising poster.
3. A website design layout or a package design.

**BRANDING CASE STUDY**

Every Monday you will present to the class a report with visual examples on a brand (corporate or individual). Your branding case study will be focused on following topics:

1. Target audience or customer.
2. Logo design in relation to its target.
3. Color and font usage in relation to its target.
4. Application from logo to complex design platform (website, advertising, packaging, etc.).

**PROJECT STEPS**

**Step 1. RESEARCH / DESIGN SCHEME DEVELOPMENT.** Determine your target audience and define the nature of your company and product. Determine who your competitors are and conduct research on their brand. Ask what makes your brand unique. Based on your research, you will then develop a document to summarize the design scheme for your brand. This document should cover the following topics:

1. Nature of your company and product.
2. Target audience or customer.
3. Competitor analysis and what sets you apart from them.
4. Usage of fonts, colors, design elements and the reason behind it.

**Step 2. COMP / LOOK & FEEL.** Comp refer to a comprehensive layout of your proposed design for the project. The look & feel of a graphical user interface comprises aspects of its design, including elements such as colors, shapes, layout, and typefaces (the "look"), as well as the behavior of dynamic elements such as buttons, boxes, and menus (the "feel").

**Step 3. REFINEMENT.** Making necessary changes and modifications to your design based on critique and feedback.

**Step 4. PRODUCTION.** With your refined comp / look & feel approved, You can now start to produce the final work.

**Step 5. PREFINAL.** Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

**Step 6. FINISH.** Final and complete project.

CLASS SCHEDULE

| Monday                                | Wednesday                                    |
|---------------------------------------|--|
| Jan. 8<br>Introduction                | Jan. 10<br>Brand 1 design scheme / logo comp |
| Jan. 15<br>M. L. King Day (no class)  | Jan. 17<br>Brand 1 logo refinement           |
| Jan. 22<br>Branding case study        | Jan. 24<br>Brand 1 logo finish / ad comp     |
| Jan. 29<br>Branding case study        | Jan. 31<br>Brand 1 ad refinement             |
| Feb. 5<br>Branding case study         | Feb. 7<br>Brand 1 ad finish                  |
| Feb. 12<br>Branding case study        | Feb. 14<br>Brand 1 website comp              |
| Feb. 19<br>President's Day (no class) | Feb. 21<br>Brand 1 website refinement        |
| Feb. 26<br>Branding case study        | Feb. 28<br>Brand 1 website finish            |
| Mar. 5<br>Branding case study         | Mar. 7<br>Brand 2 design scheme / logo comp  |
| Mar. 12<br>Spring Break (no class)    | Mar. 14<br>Spring Break (no class)           |
| Mar. 19<br>Branding case study        | Mar. 21<br>Brand 2 logo refinement           |
| Mar. 26<br>Branding case study        | Mar. 28<br>Brand 2 logo finish / ad comp     |
| Apr. 2<br>Work Day                    | Apr. 4<br>Brand 2 ad refinement              |
| Apr. 9<br>Easter Break (no class)     | Apr. 11<br>Brand 2 ad finish / website comp  |
| Apr. 16<br>Work Day                   | Apr. 18<br>Brand 2 website refinement        |
| Apr. 23<br>Work Day                   | Apr. 25<br>Brand 2 website finish            |

ACADEMIC INTEGRITY

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.