



Syllabus/Course Outline  
ARTS3324 :: Corporate  
Identity Design CRN 20778  
Meetings: MW, 3–5.50 PM  
Room Number: ARTE102  
Spring 2018

Cesar Rivera :: Asst. Professor  
Office: E104  
ecesarrivera@shsu.edu

Office Hours  
W, 10–11 AM  
(Appointment preferred)

Sam Houston State University  
Department of Art  
Graphic Design Program

### Class Description

This class will cover the comprehensive development, execution and implementation of corporate marketing materials. We will also study in lecture, exhibition, and practice the importance of brand identity and brand communication, and their place in the corporate world and global marketplace. Particular emphasis on the implementation of systems in design will be included. This is an Academic Community Engagement (ACE) course. In this course, you will not only learn knowledge and skills, but also actively use them to make a difference in the community to improve quality of life. This experience, it is hoped, will help you see yourself as a positive force in this world and deepen your understanding of your role as a citizen.

### Goals and Objectives

1. Concept development strategies:
  - a. familiarization with project, become an »insider« through research and discovery of facts, statistics and the identity of stakeholders and possible competitors
  - b. develop a wordlist, word association and begin brainstorming
  - c. rough sketches should occur in conjunction with and during the development of a wordlist
2. Understanding of brand strategy—both terminology and procedures—as applicably to the design process and client relations
3. Develop a professional level of comprehension of the technology, techniques and methodology used in building a complete brand program
4. Continue your working knowledge and awareness of the relationship typography plays in graphic design and the communication process
5. Develop an appreciation and practical understanding of the importance of print and digital media in the corporate arena, contemporary society and the global market
6. Improve both verbal and nonverbal communication skills through in-class presentations, and written and process documentation

### Evaluation & Grading

1. All projects will be evaluated on the basis of the following criteria:
  - a. **Concept:** creating a unique idea establishing the individuality, credibility and quality of a company's identity
  - b. **Layout:** establishing a specific composition incorporating color, shape, form and typography which is unique to your company, aka the design
  - c. **Technique:** execution of the identity in a manner consistent with industry standards, flexibility in relation to usage, implementation, and your identity program must clearly and accurately convey the overall quality, strengths, individuality and values as well the company's overall position in the marketplace
  - d. **Involvement:** participation this is as important as any of the items listed above. You will be blanketed with new and unfamiliar information throughout the semester and your ability to digest, use and understand this information will determine and improve the quality of your verbal and nonverbal communication.
2. The final course grade will breakdown as follows:

Projects	50% ea.
Project I	Comprehensive Brand System
Project II	Nonprofit Comprehensive Brand System

# SHSUGRAPHICDESIGN

Syllabus/Course Outline  
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## Assignments

You will receive a design brief detailing the specifications, schedule, and presentation format for each project. You are expected to have the materials and/or working files on-hand, at every class meeting for review and work periods. We will always review on-time and complete work first, and incomplete or late work in class will not be reviewed. A policy of discussing work outside of class only if it was presented in class will be strictly adhered to. A process PDF will be kept for all assignments in this class. Keep all the materials you gather or create for the project to create a PDF for turn-in with the finished project.

## Required Reading

Communication Arts Magazine Subscription Student Rate: \$39 (print+digital), Digital only: \$30  
2010–2014 Brand New Awards PDFs by UnderConsideration FREE

## Suggested Reading/Viewing

Logo Lounge: most current

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Neumeier

Logo Design Workbook: A Hands-On Guide to Creating Logos by Adams, Morioka, Stone

Graphis Logo Annuals, Branding Annuals, and Letterhead Annuals

How Magazine

Adweek Magazine

Advertising Age Magazine

## Social Media

Students are encouraged to embrace social media tools, including the creation of a Twitter account ([www.twitter.com](http://www.twitter.com)) if they have not yet done so. Twitter is an outstanding means of finding current information and insight into design and business. Students should begin following design-relevant twitter accounts. A starter list should include:

@fastcompany	@fastcodesign	@AIGAdesign	@aigaaustin
@frogdesign	@smashingmag	@HOWbrand	@AIGA_SA

If they have not yet done so, students will need a Pinterest account ([pinterest.com](http://pinterest.com)). Students should begin following design-relevant Pinterest accounts. A starter list should include:

TheDieLine	camag	mohawkpaper
neenahpaper	designsponge	howbrand

## Evaluation and Grades

Your grade for each project is determined by taking in to account your design process including: turning in all of the required materials, concept strength, execution quality, participation in class, presentation abilities, and participation in the critique.

1. All projects will be evaluated on the basis of the following criteria:
  - a. Concept. Message development and the clarity and originality of your idea for conveying the message.
  - b. Layout. Composition of the piece to communicate the concept and brand.
  - c. Technique. Ability to research and develop , and document a design strategy.
  - d. Production. Mastery of materials, techniques, tools, and presentation.
  - e. Involvement. Attendance, in-class work time, outside reading, and participation in class discussion.

# SHSUGRAPHICDESIGN

Syllabus/Course Outline  
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2. Student involvement and participation this is as important as any of the items listed above. You will be blanketed with new and unfamiliar information through out the semester and your ability to digest, use, and understand this information will determine and improve the quality of your verbal and nonverbal communication. Students are expected to be involved and participate in class discussions and activities.

## 3. Grading Standards

**C: Acceptable.** Complete work with a straightforward or unoriginal concept, appropriate but predictable design approach, solid work ethic, and fair visual resolution and technical skills.

**B: Very good.** Meets high expectations. Demonstrates clear intentions, conceptual rigor with some complexity, solid composition, prolific work ethic, and polished technical skills.

**A: Excellent.** Surpasses expectations; surprises yourself and the professor.

Demonstrates original and agile thinking, complexity and depth of concept, clarity of visual communication, prodigious work ethic, and impeccable technical skills. Few students receive this grade.

**D: Poor.** Work is complete, but is lacking in conceptual basis, displays poor work ethic or unresolved visual composition, and contains technical mistakes.

**F: Failure.** Insufficient work and commitment to the project.

**There is no re-submission of projects for a change of grade.**

## Class Attendance

Class attendance is absolutely mandatory. Exceeding three absences will result in course failure. Class begins promptly at the scheduled time, and role will be taken at the beginning of each class. If a student arrives late, it is that *student's* sole responsibility to make sure the attendance record is adjusted and every three lates equals one absence. Arriving or leaving up to 10 minutes after class has begun or before it is dismissed will be recorded as a late. Arriving or leaving up to 30 minutes after class has begun or before it is dismissed will be recorded as an absence. Arriving late to a critique after it has begun will result in a 10 point deduction in your project grade. Students that are »absent« or miss an assigned critique/project due date will incur a 25 point deduction on the project however the project must be delivered, by hand, on a USB drive, to the professor listed above no later than 6:30 PM CST on the project due date. In addition, failure to personally show your work for a critique at any stage of the semester will result in a lowering of the grade on that project.

It is the *student's* sole responsibility to obtain missed information from fellow classmates and catch up on subsequent due materials. The instructor *will not* repeat missed information.

**DROPPING CLASSES:** University policy states that a student may drop a class with an automatic Q« by 06 APR. Students will not be permitted to drop courses after this date, however they will earn a grade that reflects all gradable materials including ones missed after they dropped.

## Assignments

It is expected that students have their materials and/or working files on hand in class for review and work periods. Reviews of on time and complete work will be done first, and the professor reserves the right to not review incomplete or late work in class. Generally, a policy of discussing work outside of class happens only if the student presented in class. There are no make ups for missed process critiques.

Syllabus/Course Outline  
ARTS3324 :: Corporate  
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A process folder must be kept for all assignments in this class. Keep all materials gathered or created for the project in that folder. Also turn in digital versions of all process and projects to an in-class specified location. Designers are expected to be resourceful and make significant progress on assignments outside the studio setting (aka the classroom).

## **Class Conduct and Academic Honesty**

Surfing the web during class is unacceptable. Any use of any social media sites, cellphones and/or personal e-mail sites during class that are not directly related to the course will be considered disruptive and will lead to dismissal from the classroom after one warning. Being disruptive during your peers' critiques, using any offensive language, racial or sexual orientation intolerance, or other disrespectful acts towards your peers will lead to immediate dismissal from the classroom. Such behavior may result in a »late,« an »absent,« and/or academic discipline.

Please do not bring anything into the classroom (electronic cigarettes or vaping apparatuses) or engage in activities (text messaging, emailing, social networking) which will distract from the learning process. »Vaping« is not an acceptable activity in this class. Drinks in containers with lids are OK. We will have a break during which you may text, check email, and check social media. Please have headphones on hand if you would like to listen to music during studio work time.

Review the student handbook on the University's Academic Honesty policy in regards to cheating as well as proper conduct in the classroom. The university is committed to enforcing all policies concerning academic honesty, as defined in the student handbook. If necessary, students must submit writing exemplars upon request to verify writing style and level.

## **Other Policies and Materials**

This class and all other graphic design classes follow the basic creative processes and standards set in the WASH program. The WASH experience should be the first reference in addressing any questions regarding the standards for the creative process, presentation, and review.

## **Students with Disabilities**

See <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

## **Student Absences on Religious Holy Days**

See <http://www.shsu.edu/dotAsset/0953c7d0-7c04-4b29-a3fc-3bf0738e87d8.pdf>

## **Concealed Carry on Campus**

See <http://www.shsu.edu/katsafe/campus-carry/>

## **Academic Grievance Procedures Policy (Academic Policy 861001)**

See <http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>

## **Classroom Visitors**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

## **Department of Art BFA Review**

See <http://www.shsu.edu/academics/art/review/>

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## **Defacing University Property**

Do not paint on concrete, asphalt, trees, sides of buildings, interior walls or floors of buildings etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities or equipment.

## **Outreach**

Studies at SHSU, as well as life in general, can be stressful, and at times be overwhelming. Should guidance in coping with studies or other situations be needed please bring it to the attention of a professor or an administrator. In most cases, she or he can be of assistance in referring students to the proper services provided on campus to a student's attention.

Your professor reserves the right to change or modify the syllabus based on class progress, and will outline any such changes to the class when needed either verbally or in writing.