

ART 344
PERSONAL BRANDING

SPRING 2016
Tues & Thurs
10 a.m.-12:45 p.m.
017 Art Bldg.

Miami University
College of Creative Arts
Department of Art
Graphic Design Program

Ali Place
Adjunct Instructor
ali.place@miamioh.edu
513.529.6525

Student Hours:
Individual assistance is
available by appointment.

SYLLABUS

Put simply, your “brand” is what your prospect thinks of when he or she hears your brand name. It’s everything the public thinks it knows about your name brand offering—both factual (e.g. “It comes in a robin’s-egg-blue box”), and emotional (e.g. “It’s romantic”). Your brand’s name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.

– Jerry McLaughlin, *Forbes Magazine*

COURSE DESCRIPTION

In this course, students will learn the general strategies and principles of branding. Projects will focus on how to promote oneself through such applications as a unique personal logo/mark, promotional video, resume, and social media. Special emphasis will be placed upon logo development and brainstorming. An Adobe Creative Cloud subscription is required. Prerequisite: ART/IMS 259.

LEARNING OUTCOMES

- Apply the general strategies and principles of branding.
- Understand and implement various branding applications in static-, social-, and motion-based media.
- Demonstrate a working knowledge of various brainstorming/ideation techniques.
- Develop skills in critiquing and analyzing personal and peer work.

COURSE OPERATION

Each class is 165 minutes. Expect 120 minutes of instruction time. The remainder of class time may be used to do work on your own.

SCHEDULE

Module 1: What is branding? (approx. 2 weeks)

Overview and history of branding, research on brands (write a paper on three different brands), presentation on one of the three brands.

Module 2: How is branding produced? (approx. 1 week)

Overview of the branding process, brainstorming exercises.

Module 3: Branding Workshop – Practice Sections (approx. 6 weeks)

Section One: Typographic Mark Exercise (Illustrator)

Section Two: Image Mark Exercise (Illustrator)

Section Three: Website/Blog (Wordpress)

Section Four: Social Media (About Me, LinkedIn, Twitter, Pinterest, Instagram)

Section Five: Refinement Week

Module 4: Branding and Iterative Process – Putting It Together (approx. 2 weeks)

Personal Mark and Resume/Stationery Application

Module 5: Branding and Iterative Process 2 – Putting It Together, Again (approx. 3 weeks)

Review and Reflection

MIAMI UNIVERSITY REQUIRES FACULTY TO INCLUDE THIS INFORMATION IN ALL SYLLABI. PLEASE READ THIS INFORMATION CAREFULLY AND BE FAMILIAR WITH THESE POLICIES AND PROCEDURAL ISSUES. IT IS YOUR RESPONSIBILITY AS A STUDENT TO ADHERE TO THE POLICIES IN PLACE AT MIAMI UNIVERSITY.

CLASSROOM CLIMATE

This course is designed to encourage active participation on the part of students. It is critical that classroom discussions and critiques are conducted in an atmosphere of tolerance and respect for the ideas of others. It is important to be mindful of differences—we all come from a variety of experiences. All classroom discussion should be respectful of those differences so that our learning can be enhanced by all our contributions. As your instructor and as an individual I believe in a supportive climate that is conducive to learning and I will make every effort to create an environment that encourages interaction and mutual respect for differing ideas.

DISABILITIES ACCOMMODATION

The College of Creative Arts is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. Students who require special arrangements in order to meet course requirements should contact the instructor as soon as possible to make any necessary accommodations. The student should present the appropriate verification from Miami University.

RELIGIOUS OBSERVATIONS

Students will be excused for a religious observance that requires the student to be absent. If the observance may be made at any time during the day, please arrange to fulfill your religious obligation at some other time than during class. In addition, please note that Section 701 of the Student Handbook requires the student to tell the faculty the date of the observance, if officially known, in writing during the first two weeks of class.

SCHOOL SPONSORED ATHLETICS

I will gladly excuse student athletes from class when necessary for school sponsored athletic events. However, please note that Section 701 of the Student Handbook requires the student to tell the faculty the date of the event in writing during the first two weeks of class. Please see the Student Handbook for additional details.

ATTENDANCE POLICY

As stated in the Student Handbook, you are expected to attend all scheduled class meetings. The attendance policy for this course is as follows: missing one week's worth of class minutes (i.e. two days for a two-day per week class) will be tolerated without penalty. Absences over that amount will result in the final grade being lowered. Each missed class beyond the allowed number above will result in the final grade being lowered one full letter grade (10 points on a 100 point scale). At the point in which the student is failing, the instructor may drop the student from the course.

The absence allowance is provided for emergency and health related situations, excused or unexcused. Once a student reaches the absence limit, penalties for further absences can be avoided if the absences are excused and permission is given by the instructor.

It is the student's responsibility to provide information concerning all absences and you should speak to the instructor before missing a class. The determination of an excused (vs. unexcused) absence is up to the discretion of the instructor (doctor's written excuse for example). Note that whether or not an absence is excused or unexcused only comes into play after a student exceeds the absence allowance.

Do not arrive late or leave early from class. If you arrive late it is your responsibility to make sure you are counted as present. Notify the instructor that you arrived late at the end of class. Please see the student handbook for specifics on university policies.

EXAMS, TESTS AND QUIZZES

Any exams, tests or quizzes administered in this course will begin when the instructor hands out the testing instruments. At this point, out of respect for those completing the exam/test/quiz and in order to create the most ideal environment possible for test taking, no one will be permitted to enter the classroom during the exam period. Please be sure to arrive at class on time on exam days and should you need to be late due to an external circumstance, notify the instructor well in advance.

COMPUTER FAILURES

No allowance is made for computer or network failures. Tips to avoid this: back up your work frequently; do not wait until the last minute to complete the assignment; download Dropbox to keep copies of working files at all times; and use a portable hard drive for periodic comprehensive backups.

USE OF LAB/STUDIO EQUIPMENT

All students should treat computer and studio equipment with respect and care, while following safety procedures set out by manufacturers and faculty. Unauthorized use of the lab is a violation of the student code of conduct. This includes equipment in any of the graphic design rooms (studio, computer lab or hand media room). Please review the technology chapter of the student handbook. Depending on the infraction, a student could be charged at the university level for a code of conduct or academic violation.

There is a printer in our classroom for your use for class projects. The IP address is: 10.29.128.221. The printer is connected to the network via wifi, therefore sending large files tends to take a bit of time. If several people are printing at once, things can get backed up. Plan accordingly. If you need to print materials before class time, I recommend arriving at least 20 minutes early.

ELECTRONIC DEVICES

Mobile phones must be silenced while class is in session out of respect to your fellow students in an effort to create an ideal learning environment for all. Text messaging and the use of social networks while in class is permitted only if it is part of a class-wide project or learning experience. Additionally, please be respectful about cell phone use—if you must take an emergency call, please leave the room to take it. Laptops are permitted in class but will only be used during work-in-class days or if you are using the computer to make notes or to show your work for in-class critique. If you listen to music while in class, please use headphones or ear buds that do not allow sound to escape out of respect for your fellow students.

EMAIL

Email is the best way to contact me. If you email me, please be sure to include **ART 344** in the subject line. I am happy to respond to your emails and will do so as expediently as possible, but please allow for a 24-hour response period for all emails. I will not critique work via email; if you miss a class, you will have to wait until the next class to receive critique.

OFFICE HOURS

I am an adjunct instructor with a second full time job, not a full-time member of the faculty, therefore I do not have office hours. I am happy to meet with you outside of class time as needed, but be mindful that my spare time is limited so do not depend on me being immediately available.

EXPECTATIONS

All stages of each assignment are expected to be completed on time—the more developed your ideas and form are in class, the more feedback can be offered. Project work that is not completed and ready at the beginning of class will not be critiqued; incomplete work such as missing thumbnails will not be critiqued. Each project and exploration must be prepared according to the project specifications. This course was designed to emulate the environment of a professional design studio and the expectations of students are no different.

ACADEMIC HONESTY

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Assignments must be entirely your own work, unless they are specifically group projects. Evidence of copying can lead to failure of the project and/or dismissal from the class with a grade of F. For full information regarding academic integrity, visit miamioh.edu/integrity.

GRADING POLICY

Final grades will be based on the average of practice exercises, assignments, and projects. All projects/assignments are due on the day and time the instructor specifies. Students are responsible for turning in work on time regardless of attendance. Any work turned in late will lose one letter grade (10 points on a 100 point scale) per calendar day (24 hours) past the moment when the assignment was due. This deduction penalty begins immediately following the project's initial due date. Instructor may waive this penalty should a student experience a medical emergency that prevents them from turning in their work. In these instances, it is the student's responsibility to communicate with the instructor that the work will be turned in late due to a medical emergency and a note signed by a doctor will be required.

GRADING SCALE

Letter grades for this course will adhere to the following scale.

100–97: A+
96–93: A
92–90: A-
89–87: B+
86–83: B
82–80: B-
79–77: C+
76–73: C
72–70: C-
69–67: D+
66–63: D
62–60: D-
59–0: F

VALUATION

The following outline is intended to act as general rules for evaluation, and is by no means to be used as a checklist by the student to self-determine their grades or placement within the course. It is given to help illustrate the overall expectations only and is subject to change as the course progresses.

C: The student turns in all assignments on time and completes the objectives outlined within each project statement, participates on an average level within the discussions on each topic and receives average grades on all examinations. Displays some originality and improvement across course of semester. Average.

A: The student meets the "C" minimum and additionally shows outstanding originality, above and beyond the outlined objectives within their execution of all assignments, illustrates an understanding of all topics within their research and project execution, scores high marks on all examinations and consistently participates in the class discussions in a manner that helps direct the overall direction of the course. Consistent work ethic, cooperative, experimental execution, significant improvement over the course of the semester. Superior.

B: The student meets the "C" minimum and additionally shows strong originality, working beyond minimal objectives of each project assignment, illustrates a strong understanding of the topics as displayed within their research and project execution, scores well on all examinations, participates in the class discussions on a consistent level. Consistent work ethic, cooperative, imaginative execution, noticeable improvement over the course of the semester. Strong.

D: The student fails to turn in all assignments completed and/or on time, does not meet minimum objectives of projects, shows little concentration or participation within the discussions, displays little originality, scores poorly on examinations. Evades responsibility, weak work ethic, no improvement over course of the semester. Poor.

F: The student fails to execute minimum standards of assignments, evades cooperation, refuses to participate in group discussions, does not turn in assignments. Failing.

ARCHIVAL IMAGES

At the end of the semester, each student must turn in images of all of their projects for review and storage. One image of each project is sufficient—a compilation of several images may be better depending on the scale of project. These images may be used in promotional materials for the program and the university, and also may be used by the instructor to assist future teaching. These files must be turned in for the course to be considered completed.

Dimensional projects should be comped and photographed on a white background. Flat projects like posters may be saved as high res PDF files from the original digital file.

FILE LABELING AND SAVING

Each file should be labeled in this way: [coursenumber]_[projectname]_[studentlastname].[file extension] (For example: 344_Logo_Smith.pdf). Images should be saved at full press-ready resolution (300 dpi). Students will upload these images to Google Drive into a folder specified by the instructor.

WORK REQUESTED FOR DISPLAY

Some students may have their work selected for display in Art Department or university galleries and facilities. These students will be notified in advance that their work has been selected. The format for these files can be found at the inside.designmiamioh.org site.

PRINTING RESOURCES AND EXPECTATIONS

Our Graphic Design studios and production suites are equipped with a variety of printers, tools, and supplies that are maintained and provided for student use 24 hours a day when classes are in session. Mirroring policies found in design practice, printers are intended to be primarily used for proofing, only. In order to produce the highest-quality outputs we strongly recommend that students use printing sources like the Miami University Print Center for their final projects. Learn more about the Print Center by visiting miamioh.edu/printcenter.

Our program and the Art Department have put processes in place in order to ensure the maximum amount of printer up-time. However, equipment can sometimes fail and should you have a problem

with a printer or a piece of equipment that you can not fix yourself, please add your concern to the form outside the office Hiestand 206. This document is checked at least once a day. By treating our printers as proofing-only machines, building in printing and comping into your work processes, and notifying staff of any issues in a timely manner, you will likely avoid most problems that arise during printing.

RESOURCE USAGE REDUCTION

As designers it is our responsibility to be mindful of the resources we employ. Please endeavor to limit your paper production when it is not necessary and recycle the materials you do use when they are no longer of use.

COURSE EVALUATIONS

Students are required to complete an evaluation of faculty performance at the conclusion of the semester. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the completion of this short survey to be an important part of your participation in this class as it is your opportunity to share your thoughts on how the class is taught and how it can be improved. You will be notified of the dates for the administration of the student evaluation of faculty by the university.

RECORDING

Absolutely no audio or video recordings of the course may be made without the instructor's written permission.

STUDENT HANDBOOK

Each Miami University student is entitled to certain rights and responsibilities associated with higher education institutions. Take time to familiarize yourself with the student handbook—this class adheres to all standards set out by this document. You can find the Student Handbook at: miamioh.edu/_files/documents/secretary/Student_Handbook.pdf

CHANGES

The instructor reserves the right to make adjustments/changes to the course syllabus with or without notice. The modules and time periods outlined on the first page are to serve as a rough outline and are likely to be tweaked as we go throughout the semester. Prepare to be flexible.

SYLLABUS AGREEMENT TO TERMS AND CONDITIONS

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I acknowledge that I have read the course syllabus.
I understand the course structure, grading, and attendance policies.
I hereby agree to the syllabus and its provisions.

Student Name (Please Print) **Signature** **Date**

I give permission for my work to be displayed and/or published and that I retain all rights to and ownership of the work. I understand that my name and other personally identifiable information may be used in conjunction with my work.

Student Name (Please Print) **Signature** **Date**