



**Art 462.801 – Visual Communication Branding  
COURSE SYLLABUS: Spring 2016**

**Instructor:** Saul Torres  
**Office Location:** n/a  
**Office Hours:** n/a  
**Office Phone:** n/a  
**Office Fax:** n/a  
**Email Address:** torres@rswcreative.com

**COURSE INFORMATION**

**Materials – Textbooks, Readings, Supplementary Readings:**

Three reading assignments will be included in schedule but purchasing the book is not required. If students are interested, the book which will be used is:

*Emotional Branding: The New Paradigm for Connecting Brands to People*  
Marc Gobe  
*Updated and Revised Edition*

**Course Description:**

Through five creative assignments, students will develop the elements of an updated brand. At the end of the semester, the first four assignments will be brought together into a brand presentation, which represents the final assignment. Additionally, three classes will include discussion of reading assignments.

**Student Learning Outcomes:**

- Understand of the definition of a “brand” as it relates to the perception of a company
- Understand the branding elements that create cohesiveness throughout a campaign or the execution of a communications plan
- Understand the skills and perspective required to develop multiple applications under one brand
- Understand how branding works in today’s business environment

## COURSE REQUIREMENTS

- Complete five creative assignments
- Complete three reading assignments
- Participate in class discussions
- Present final project to class visitors during final class meeting

## TECHNOLOGY REQUIREMENTS

- Internet access
- Access to computer with Adobe Creative Suite software, preferably latest update
- Access to color printer

## COMMUNICATION AND SUPPORT

Professor will be available via email if students have questions about assignments. Email address is [torres@rswcreative.com](mailto:torres@rswcreative.com). Students should expect a reply within 24 hours of sending email.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Attendance:

- You may be absent from class twice.
- On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.
- On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.
- On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.
- Two tardies of 20 minutes or more equals an absence.
- A tardy of 60 minutes equals an absence.
- Two late returns from break of more than 10 minutes equals one absence.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

### Grading:

- 80% of final grade will be determined based on an average of grades from five creative assignments
- Grading rubric will be used to determine assignment grades (see last page of this document)

- The five creative assignments will include the following. See schedule for more details:
  - Assignment 1: Logo update (thumbnails, comps, final) and list of brand applications
  - Assignment 2: First brand application and list of brand attributes
  - Assignment 3: Second brand application and brand fonts
  - Assignment 4: Third brand application and brand color palette
  - Assignment 5: Brand presentation layout and final presentation
- 20% of final grade will be based on a grade for class participation in critiques and discussions of reading assignments
- Final grades in this course will be based on the following scale:
  - A = 90%-100%
  - B = 80%-89%
  - C = 70%-79%
  - D = 60%-69%
  - F = 59% or Below

### **ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce  
 Gee Library- Room 132  
 Phone (903) 886-5150 or (903) 886-5835  
 Fax (903) 468-8148  
 Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

#### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

#### *Student Conduct*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

## COURSE OUTLINE/CALENDAR

**Note: Calendar is subject to change. Professor will provide updated calendar on first day of class, if necessary.**

### Wednesday 1.20

- Course introduction
- Overview of semester-long rebranding assignment
- Homework: Thumbnails for logo update

### Wednesday 1.27

- Review: Logo thumbnails
- Identify thumbnails for development or revisions needed
- Homework: Reading part 1

### Wednesday 2.3

- Review: Revised logo thumbnails and logo comps
- Review: List of brand applications
- Homework: List of brand applications

### Wednesday 2.10

- Final review: Logo comps
- Discuss: Reading part 1
- Homework: Thumbnails for first brand application

### Wednesday 2.17

- Turn in: Final logo
- Review: Thumbnails for first brand application
- Identify thumbnails for development or revisions needed
- Homework: Reading part 2

### Wednesday 2.24

- Review: Thumbnails for print piece
- Discuss: Reading part 2
- Exercise: Brand attributes
- Homework: Revise print piece thumbnails/comps, format brand attributes page

### Wednesday 3.2

- Review: Print piece revised thumbnails / comps
- Turn in: Brand attributes page
- Homework: Develop print piece comps

### Wednesday 3.09

- Final review: Print piece
- Homework: Finalize print piece, develop thumbnails/wireframes for digital piece
- Turn in print piece in progress via email Friday, 3/13

(Wednesday 3.16: Spring Break)

Wednesday 3.23

- Review: Thumbnails/wireframes for digital piece
- Homework: Revised digital piece thumbnails/wireframes/comps, format brand fonts page
- Final edits to print pieces communicated

Wednesday 3.30

- Review: Digital piece revised thumbnails/wireframes/comps
- Turn in: Brand fonts page and final print piece
- Homework: Develop digital piece comps, reading part 3

Wednesday 4.6

- Final Review: Digital piece comps
- Discuss: Reading part 3
- Homework: Finalize digital piece, develop environmental piece thumbnails

Wednesday 4.13

- Turn in: Final digital piece comps
- Review: Environmental piece thumbnails
- Homework: Revise environmental piece thumbnails/comps, format brand color palette page

Wednesday 4.20

- Review: Environmental piece thumbnails/comps
- Turn in: Brand color palette page
- Homework: Develop environmental piece comps, style guide layout

Wednesday 4.27

- Final review: Environmental piece comps
- Review: brand presentation layout
- Homework: Finalize environmental piece comps, revise brand presentation layout, make final revisions to pieces

Wednesday 5.4

- Turn in: Final environmental piece comps
- Review: Revised brand presentation layouts
- Homework: Finalize brand presentation layout, make final revisions to pieces

Wednesday 5.11

- Turn in final brand presentation
- Students make presentations to class and visitors