

INTRO TO BRANDING

SPRING 2026
ART 297

Mondays
12:30-3:45PM

Magdalena Aguinaga
Instructor

CONTACT ME

Magdalena.Aguinaga@
etamu.edu

E-mail should be used
for brief verbal
communications. If
your e-mail is lengthy,
please schedule an
appointment.

*Emails will be
responded to within 24
hours on the
next business day.*

OFFICE HOURS

Available upon request

- Zoom
- In-person before or
after class

SYLLABUS

COURSE CONTENT

This course furthers your understanding of industry expectations through the practical application of client branding. You will learn about components of client storytelling and their application through the hands-on production of assets that focus on an area of interest within the branding process. The Adobe Creative Suite will be used to produce a series of two and three dimensional design projects that explore the creative process and applications of branding. We will look at project management, work flow, organization and stress the correct production methods for producing digital projects. Your semester will also contain software tutorials, done both in and out of class, quizzes, a midterm, and a final interactive project.

COURSE OUTCOMES

- Build on the understanding of the creative process and methods for problem solving.
- Extend skills in the Adobe Creative Suite through hands-on application.
- Strengthen application skills in correct software tool usage and document setup.
- Gain an understanding of professional expectations, presentations and processes.
- Deepen the student's visual well.
- Incorporate visual vocabulary into critiques and project conversations.
- Apply principles of design in the composition of work.
- Execute projects with quality craftsmanship.
- Expand upon student understanding of branding principles in project development.
- Appreciate the nuances and techniques used in professional visual communication.

We will focus on craft and the production of assets in a timely manner. Attention to detail, craftsmanship & selecting appropriate image/font/colors will be stressed as part of the creative branding process.

COURSE PARAMETERS

You are expected to work in class as well as perform outside of class work.

You are expected to come to class prepared to work on the current assignment, this includes but is not limited to remembering the project supplies needed. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.

All projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Mini-deadlines are part of the overall assignment and play a major role in your projects final grade.

You will be required throughout the semester to print your assignments in color and purchase items to create assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.

All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, the specified electronic portion placed, as directed, onto D2L and a hard copy provided, as speced in the assignment sheet. Late work is accepted at instructors discretion.

During class, you may not work on other course projects. If a student is caught using email or social media of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued.



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GRADING

Grades will be assigned according to the following scale:

A 90-100

- Work well above the general class level, evidence of participation in related activities
- Outside of the classroom, thoughtful participation in classroom discussion and critique

Superlative work. Careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem—one who performs at this level is visibly outstanding, work is outstanding in every respect.

B 80-89

- Work above the general class level, participation in classroom discussion and critique

Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.

C 70-79

- Average work, minimal requirements met

Average or a bit above. Slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.

D 60-69

- Work below class average, lack of participation and/or poor attendance

Work is substandard. You have solved the problem but there is much room for improving your skills and developing your concepts further. You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort.

F 0-59

- Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied as follows:

5% Research Presentations

20% Project 1

20% Project 2

20% Project 3

20% Project 4 // Final Class Portfolio

15% Weekly Discussions, Preparedness, and Participation



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FINAL GRADES ARE NOT DEBATABLE.

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ATTENDANCE

FIRST ABSENCE: The student will receive an email notification

SECOND ABSENCE: The student will receive a second email notification

THIRD ABSENCE: The student receives an email that they have failed the course.

Two tardies equals one absence

A tardy of 60 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.

There is no distinction between excused and unexcused absences. If you are late to class, I ask that you join as quietly as possible without distracting the class.

All projects are due on the date and time given. You are responsible for turning in work on time regardless of attendance. Late work is only accepted if notified in advance, in writing. A new due date can be set at the discretion of the instructor with a deduction of points on the assignment grade. Final digital files of projects must be turned in on the last day of class. Failure to do so will result in a final grade of an "F".

INSTRUCTOR CONTACT AND RESPONSE TIME

Magdalena.Aguinaga@etamu.edu

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

Communication from students will be responded to within a reasonable time during the work week. Weekend communication will be handled the next business day unless noted. Due to the high volume of email that is received an important message may be missed, if an important email has not been responded to in 2 days, please send again.

SYLLABUS UPDATE POLICY

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

WORDS OF ADVICE

Come to class engaged, prepared with homework, and ready to work with an open mind. Class time is important for you to receive feedback on your work and to learn from your classmates. It is highly recommended you make an effort not to miss any classes to avoid falling behind.

Show up, be committed in your work, and immerse yourself in the process. This is supposed to be FUN!

If you fall behind, it can be hard to catch up. If you're having issues, make an appointment to see me—I can help.



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CRITIQUE

When presenting multiple solutions, please combine concepts/files into one pdf containing multiple pages. Submitting multiple single page pdf's will not be accepted.

When presenting pencils, students who don't have access to a scanner can use any free phone scanning app, such as Adobe scan.

Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.

Each student will have a pdf of their assignment uploaded to D2L as well as physical comps if required. In some cases, students will be directed to have their work open in a specific software for critique and immediate feedback application.

Critique format will be determined by project need.



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AI policy

East Texas A&M acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

If the instructor allows AI to be incorporated into a solution, the student must acknowledge and credit its use and provide the prompt used to create the output.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

Access And Navigation

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.



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Communication And Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Student Responsibilities For Course

CWID and Password

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Technology-Related Issues

Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

Technology Requirements And Support

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office and the Adobe Creative Suite.

Learning Management System (LMS) - D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the Learning Management System Requirements Webpage.
- Learn more on the LMS Browser Support Webpage.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the Brightspace Support Webpage.



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COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the Student Guidebook.

Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03

Undergraduate Student Academic Dishonesty Form

Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10

Graduate Student Academic Dishonesty Form

Students with Disabilities-- 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

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Services



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Nondiscrimination Notice

East Texas A&M University 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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health - Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



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