

ART 462.801

BRANDING

Tuesday
6:30-10:30PM

ROOM
1906

Jeff Barfoot

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Thursday:
9:30AM-11:30AM

COURSE DESCRIPTION

Examine branding as a successful process for effectively conveying a company's distinct message. Gain insights into the concept of a brand, the designer's role, the components of branding, and the methodology for uncovering a company's persona. Engage in hands-on exercises involving the development of a visual identity system, which initiates with thorough research and culminates in the formulation of a comprehensive brand style guide. Throughout the process, students will craft projects rooted in the branding elements they have constructed.

COURSE OBJECTIVES

- Gain an understanding of the difference between logo and brand
- Study and apply the elements of successful logo design
- Explore new avenues for finding graphic inspiration
- Final branding project will consist of designing one final logo, three (3) branded extension pieces based on an approved logo, a written design rationale, with all pieces put into a layout for presentation

COURSE FORMAT

This class will be a combination of assignments worked on outside of class and in-class which will be critiqued by peers as well as the instructor. Your weekly progress will be posted to the Discussions section in D2L each week. On occasion you will be asked to bring printed copies of your work to class as well. A commitment to several hours of homework is required to achieve the goals of this class and its completion. The final is a presentation of your work to your peers and instructor. You will explain the pieces in detail giving insight to the decisions you made for the client.

GRADING

Grades will be assigned according to the following scale:

- A** work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B** work above the general class level, participation in classroom discussion and critique
- C** average work, minimal requirements met
- D** work below class average, lack of participation and/or poor attendance
- F** inferior effort and/or work not turned in on schedule

GRADES WILL BE BASED ON:

- 9% Research**
- 5% Style Scape**
- 5% Designer Tool Box**
- 14% Logo Design**
- 14% Extension 1**
- 14% Extension 2**
- 14% Extension 3 (multi-piece)**
- 5% Brand Style Guide**
- 5% Final Presentation**
- 15% Weekly Deadlines & Participation**

FINAL GRADES ARE NOT DEBATABLE.

ATTENDANCE

You may be absent from class twice. On your first absence you will receive an e-mail warning. On your second absence you will receive an e-mail to notify you of your standing. On your third absence you will receive an "F" in the class.

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.

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.

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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".

TECHNOLOGY REQUIREMENTS LMS

All course sections offered by Texas A&M University-Commerce 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

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@tamuc.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.

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/D2L, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

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

ACADEMIC INTEGRITY AND PLAGIARISM

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

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- The adoption or reproduction of ideas, words, statements, images, or works of another person as one's own with out proper attribution (quotation and citation). This includes using AI tools to develop or provide the foundation for work without proper citation of its reuse. You are required to cite your AI prompts with your work. Plagiarism can be intentional or unintentional. ALWAYS cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer
- Academic dishonesty could result in expulsion from the University

ARTIFICIAL INTELLIGENCE POLICY

Texas A&M University-Commerce 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.

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STATEMENT ON ACCOMMODATIONS FOR ADA ELIGIBLE STUDENTS

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: studentdisabilityservices@tamuc.edu
Website: Office of Student Disability Resources and Services
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

STATEMENT ON STUDENT BEHAVIOR

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an on-line forum:
Netiquette <http://www.albion.com/netiquette/corerules.html>

NONDISCRIMINATION NOTICE

Texas A&M University-Commerce will comply in the classroom, and in on-line 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.

HANDBOOK & SAFETY

While the on-line manual covers specific issues related to the Department of Art, Texas A&M University Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the on-line Handbook:
<https://sites.tamuc.edu/art/resources/healthandsafety/>

CAMPUS CONCEALED CARRY STATEMENT

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce 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 A&M-Commerce 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.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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

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.

INSTRUCTOR CONTACT INFORMATION

Please email me any questions as well as your class project work at the email below. **NOTE:** E-mail should be used for brief verbal communications. If your e-mail is lengthy schedule an appointment. Emails will be responded to within 24 hours on the next business day.

jeff.barfoot@traceelement.com 214.914.2786

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SCHEDULE

This is a schedule of assignments and deadlines for the entire semester. Bring it with you to every class, as it will be reviewed at least once per class meeting. 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. If you are absent, it is your responsibility to check with a classmate for schedule revisions. Failure to turn in work in accordance with the class schedule will negatively impact your final grade in the course.

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WEEK ONE: AUGUST 25

- **Review**
Course Syllabus
- **Assign**
Clients & Research

WEEK TWO: SEPTEMBER 1

- **Review**
Research
- **Assign**
Style Scape

WEEK THREE: SEPTEMBER 8

- **Due**
Research
- **Due**
Stylescape Round One
- **Assign**
Logo

WEEK FOUR: SEPTEMBER 15

- **Due**
Stylescape Round Two
- **Due**
30 Logo Pencil Concepts
- **Assign**
Extension 1

WEEK FIVE: SEPTEMBER 22

- **Due**
Final Stylescape
- **Due**
3 Logo Computer Concept
Comprehensives
- **Due**
10 Extension 1 Pencil Concepts
- **Assign**
Designer Tool Box

WEEK SIX: SEPTEMBER 29

- **Due**
Logo Adjustments
- **Due**
3 Layouts of Extension 1
Comprehensives

WEEK SEVEN: OCTOBER 6

- **Due**
Extension 1 Comprehensives
Round 2
- **Due**
Designer Tool Box Round 1
- **Due**
Final Logo

WEEK EIGHT: OCTOBER 13

- **Due**
Extension 1 Comprehensives
Round 3
- **Assign**
Extension 2

WEEK NINE: OCTOBER 20

- **Due**
Extension 1
- **Due**
Designer Tool Box Round 2
- **Due**
10 Extension 2 Pencil Concepts

WEEK TEN: OCTOBER 27

- **Due**
3 Layouts of Extension 2
Comprehensives

WEEK ELEVEN: NOVEMBER 3

- **Due**
Designer Tool Box Round 3
- **Due**
Extension 2 Comprehensives
Round 2
- **Assign**
Extension 3

WEEK TWELVE: NOVEMBER 10

- **Due**
Extension 2 Comprehensives
Round 3
- **Due**
3 Extension 3 directions

WEEK THIRTEEN: NOVEMBER 17

- **Due**
Designer Tool Box
- **Due**
Final Extension 2
- **Due**
Extension 3 Comprehensives
Round 2
- **Assign**
Brand Style Guide

WEEK FOURTEEN: NOVEMBER 24

- **Due**
Extension 3 Comprehensives
Round 3
- **Assign**
Brand Style Guide Round 1

WEEK FIFTEEN: DECEMBER 1

- **Due**
Final Extension 3
- **Due**
Brand Style Guide Round 2

WEEK SIXTEEN: DECEMBER 8

- **Due**
Brand Style Guide Final
- **Due**
Final Presentation
- **Class Discussion**

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ASSIGNMENT 1: COMPANY RESEARCH

- Assigned Week 1
- Review Week 2
- Due Week 3

ASSIGNMENT 2: TARGET MARKET PROFILE

- Assigned Week 1
- Review Week 2
- Due Week 3

ASSIGNMENT 3: PERCEPTUAL MAP

- Assigned Week 1
- Review Week 2
- Due Week 3

ASSIGNMENT 4: STYLESCAPE

- Assigned Week 2
- Round 1 Due Week 3
- Round 2 Due Week 4
- Final Due Week 5

ASSIGNMENT 5: LOGO

- Assigned Week 3
- 30 Logo Pencil Concepts Due Week 4
- 3 Computer Concept Comprehensives Due Week 5
- Logo Adjustments Due Week 6
- Final Due Week 7

ASSIGNMENT 6: EXTENSION 1

- Assigned Week 4
- 10 Extension 1 Pencil Concepts Due Week 5
- Round 1 – 3 Comprehensive Layouts Due Week 6
- Round 2 – Comprehensives Refinements Due Week 7
- Round 3 – Comprehensives Refinements Due Week 8
- Final Due Week 9

ASSIGNMENT 7: DESIGNER'S TOOLKIT

- Assigned Week 5
- Round 1 Due Week 7
- Round 2 Due Week 9
- Round 3 Due Week 11
- Final Due Week 13

ASSIGNMENT 8: EXTENSION 2

- Assigned Week 8
- 10 Extension 1 Pencil Concepts Due Week 9
- Round 1 – 3 Comprehensive Layouts Due Week 10
- Round 2 – Comprehensives Refinements Due Week 11
- Round 3 – Comprehensives Refinements Due Week 12
- Final Due Week 13

ASSIGNMENT 9: EXTENSION 3

- Assigned Week 11
- Round 1 – 3 Comprehensive Layouts Due Week 12
- Round 2 – Comprehensives Refinements Due Week 13
- Round 3 – Comprehensives Refinements Due Week 14
- Final Due Week 15

ASSIGNMENT 10: BRAND STYLE GUIDE

- Assigned Week 13
- Round 1 Due Week 14
- Round 2 Due Week 15
- Final Due Week 16

ASSIGNMENT 11: FINAL PRESENTATION

- Week 16