

# 311 Branding & Systems

**Class:** Spring 2018, section 1, T/H, 11am–1:30pm • 182/172 NFAC

**Instructor:** Diana K B Hoover • dhoover@uwsp.edu • 715-308-8857

**Office + Hours:** NFAC 181 • T/H 10–11am & by appointment

## overview + expectations

Our time in this class will be devoted to lectures, discussions, critiques, demonstrations and time in class to work on developing your design solutions.

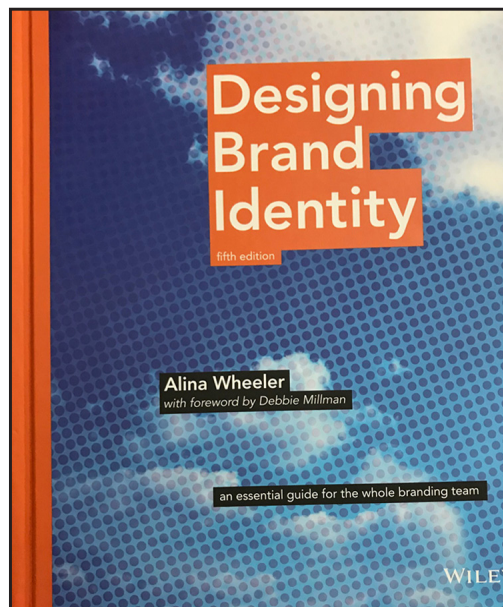
Complete assignments given in class and be prepared to share your work and thoughts on these. You are expected to finish your work on time and to the best of your abilities.

You are asked to participate in creating a respectful, positive environment in the class by engaging in open dialog, honest analysis, cooperation, collaboration and friendly competition.

## course objectives

Through this class you will be able to:

- + address, articulate and prepare components for various brand development scenarios
- + align brand values, and messaging across a system
- + demonstrate critical thinking through analysis and presentation of content
- + show technical abilities of handling digital content and physical materials
- + document design process and final work in digital and physical portfolio
- + conduct research on market examples, audience, materials and place to establish brand strategy



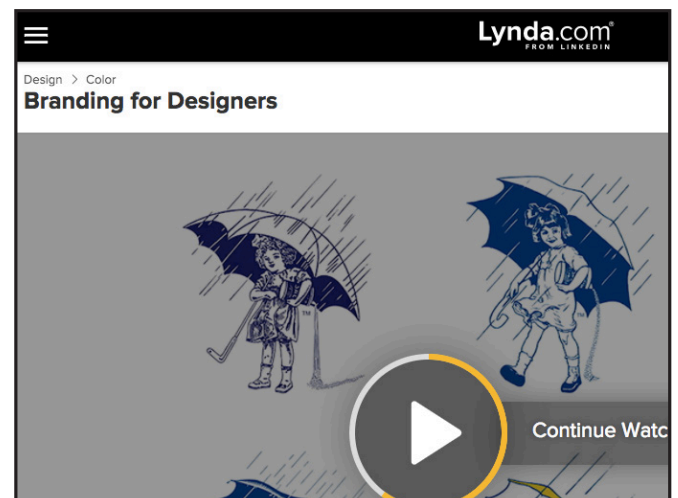
## text + readings

You do not have to buy this book.

Readings from *Designing Brand Identity, 5th edition*, by Alina Wheeler, published by Wiley (and from other sources) will be provided to you either as physical handouts or digital uploads.

## viewings

In addition to readings, you will be required to watch a small number of videos at lynda.com and other sites, to understand specific information.



## assignments

There will be 4 major design projects assigned.

- 1 Brand launch/campaign — clothing brand
  - + suite of clothing tags
  - + advertisements
- 2 Corporate brand communication — annual report
  - + multipage document for print and screen
- 3 Brand packaging/labeling — about place
  - + beverage 6-pack
  - + advertisements
- 4 Consumer shopping brand/system — grocery brand
  - + UI / UX for multi-platform site
  - + information architecture

Project descriptions with objectives, parameters and due dates will be provided. If needed, you may rework projects for your final portfolio.

## time management + tracking hours

You are responsible for meeting the deadlines for each design job. Budget your time accordingly. Always have back-up plans. Work together to help each other out when you can. You are asked to keep track of the hours you spend on each step of your process.

## portfolios — design work

At midterm and the end of semester, you will turn in your course work as a physical portfolio.

Think of this physical portfolio as an archive of how you work, that includes sketches, writing, readings, work in rough stages, and documentation of other things you do for the class. Organize this collection. I suggest starting with a binder, folder or other container and devise a system that works for your style.

For the final, you will also create and upload a digital PDF portfolio that will include quality photographs of your work along with short descriptions for each of your four major design projects.

## materials

There are no course fees for this class. You will need to find or purchase any tools or materials (chip board, paper, etc.) needed for project work on your own. Consider sharing resources with one or two classmates.

## class communication

Please check your UWSP email daily during the week for class communications. We will use Basecamp for dissemination of information, as an archive for class files, and as a place to turn in digital files.

## grading

Projects will be graded on strength of concept, evidence of development, level of craft in your final work, and presentation in class. Note: Late work or missing components will result in a reduction of your grade for the project.

Your final grade in this course is determined by the level of your engagement in the class work, the attention given to each project, the quality of your portfolios, and your record of attendance. Your final semester grade in the class is based on the following:

- 65% All Project Work
- 20% Presentations, Participation (critiques, class activities)
- 15% Midterm / Final Portfolios

## special needs

There are lot's of things that can affect classroom performance. If you have special needs or are concerned about meeting the requirements of the class please talk to me as soon as possible early in the semester so we can address the issues.

## campus emergency procedures

In the event of a **medical emergency** call 911 or use the Red Emergency Phone. Offer assistance if trained and willing to do so. Guide Emergency Responders to victim.

In the event of a **tornado warning**, proceed to the lowest level interior room without window exposure, to NFAC 172 or the bathrooms. Avoid wide-span rooms and buildings.

In the event of a **fire alarm**, evacuate the building in a calm manner. Meet up outside by Portage street. Notify instructor or emergency command personnel of any missing individuals.

In the event of an **Active Shooter** – Run/Escape, Hide, Fight. If trapped: hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of Emergency Responders.

See UW-Stevens Point **Emergency Management Plan** at [www.uwsp.edu/rmgt](http://www.uwsp.edu/rmgt) for details on all emergency response at UW-Stevens Point.

**Pointer Alerts** is an emergency communication alert system that allows UW-Stevens Point students, faculty, and staff to be notified in the event of a campus emergency. The system is designed to provide information about active credible emergency situations that pose a threat and require immediate action.