

# 311

## Branding & Systems in Graphic Design

UW-Stevens Point | College of Fine Arts & Communication | Department of Art & Design  
Spring 2019 Days + Times: T/H, 11am–1:30pm, section 1 Location: 182/172 NFAC  
Instructor: Diana KB Hoover, dhoover@uwsp.edu, 715-308-8857  
Office + Hours: 181 NFAC, T/H 10–11am + by appointment

### overview + expectations

Our time in this class will be devoted to investigating what makes a brand function, kinds of brands, parts of a brand, and the role designers play in constructing, refreshing, and maintaining brands.

Information will be delivered via visually enhanced lectures, readings, class discussions and problem solving, and through developing, critiquing and presenting your design solutions to projects.

Students are expected to complete required work on time, to the best of their abilities, and in the manner requested.

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

### course objectives

This class will increase your ability to:

- + apply critical thinking to analyze existing brands and class creative work
- + conduct research on markets, audience, and place to establish brand concepts
- + write clear design statements related to audience and brand positioning
- + investigate and utilize physical materials to expand the personality of brand
- + build and align brand messaging across a system of touchpoints
- + demonstrate proficient handling of digital content for multiple formats
- + pitch brand concepts to audiences and actively listen to other's pitches
- + document and present personal design process for final portfolio

### major projects

Project descriptions will be provided with objectives, specific parameters and due dates for the project steps.

#### 1 Clothing brand

- + clothing tags + social media + animation/video

#### 2 Corporate brand

- + annual report web pages + highlights piece

#### 3 Beverage brand

- + based on place + package/labels + promotion

#### 4 Online grocery brand

- + delivery system + UI / UX + prototype

# 311 Branding & Systems in Graphic Design

## class policies

**DIGITAL DEVICES** — Students are expected to put away their mobile phones or other electronic devices during classtime. At specific times you will be allowed to use these for quick searches.

**EMAIL** — Students are expected to check their UWSP email daily during the week for class communications. If you are going to be absent please do me the curtesy of emailing prior to class.

**DIGITAL FILES** — We will use Basecamp as our shared digital archive for 311 class files.

You are required to create your own avatar/profile and folder structure for archiving your 311 project work. You are to have a folder for each major project and maintain files of in-process work as required.

Students are NOT allowed to use Basecamp as a personal storage space — use OneDrive or Dropbox for files outside of this class's work.

**NAMING CONVENTION** — For all digital files turned in for 311, students are required to begin the document name with their LAST name and use a short descriptive title to identify the content.

## design work + portfolios

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. I will share whatever resources I have with the class, however, for the most part, the tools and materials needed for completing projects will be your own responsibility.

You will be asked to order paper from a paper source for one of the class projects. Consider sharing or purchasing resources together with one or more classmates.

## time management + tracking hours

Students are responsible for meeting the deadlines established for each of the class design projects. You are expected to track the hours you spend the step of your process for at least two of your design projects.

## grading

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

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:

60%	All Project Work
20%	Presentations / Participation
20%	Midterm / Final Portfolios

## special needs

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

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## 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 quite. Follow instructions of Emergency Responders.

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. 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.