

**Graphic Design Identity Design** [GRD 356-01]

Monday + Wednesday 9:00 a.m. - 11:50 p.m.

## OVERVIEW

This class is structured around the branding process, concepts, research, assessment of the competition and deliverables.

## [JANUARY]

**WEEK 1 [jan 13]****In-Class:**

- Review Syllabus and Semester Project Sheet
- Lecture & Image Presentation – “visual communication lecture series”
- Breaking Down the Logo - “Great Logos folder”
- Supply class with Harpole Foundation Design Brief
- Supply class with language for positioning diagram
- *Reading Assignment* from course text *Brand Gap*: [Introduction pg 1-30]

**Due Next Class:**

- Develop **TEMPLATE FOR YOUR AUDIT BOARDS**. This template will be used this semester for all of your boards and logo. This template will be used this semester for all of your boards and logo.

**WEEK 1 [jan 15]****In-Class:**

**GUEST SPEAKER** Jon Shapiro of Coho Creative, to come in to MSJ to give presentation on Branding, Competitive Audit, ICP (inspirational consumer profile) Boards and Positioning Diagram. Josh will call-in and talk to the students about the foundation, his mother or any details of Metastatic Breast Cancer?

- Introduce **Theresa Harpole Foundation** project. Review creative brief.

**Due Next Class:****Assessment Phase Brand Development Harpole Foundation**

Research and create design within your templated audit board that defines Metastatic Breast Cancer. Should include definition, demographics, ages, percentages of women/men affected annually, treatment and survival rate. Submit digital PDF.

**WEEK 2 [jan 20] MLK Holiday NO CLASS**

- Finalize all DUE items

**WEEK 2 [jan 22]**

Jon will work with Regina and Josh (throughout this week) to further define the brand's values and personality traits (based upon Regina's creative brief) in order to make design decisions easier for the students.

**In-Class:**

- **LECTURE:** Competitive, ICP Audits and Positioning diagram. Post samples from Jon on Blackboard.
- Presentation of **TEMPLATE FOR YOUR AUDIT BOARDS** containing your understanding of Metastatic Breast Cancer.
  - Assessment phase – Start research into elements for **COMPETITIVE AUDIT**, **ICP BOARD**, and **POSITIONING DIAGRAM** boards.

**Next Class:****Assessment Phase Brand Development Harpole Foundation**

- *Reading Assignment* from course text *Brand Gap*: [brand gap 1 differentiate]
- Develop **COMPETITIVE AUDIT**, **ICP BOARD** and **POSITIONING DIAGRAM**.

1] **PROCESS FOLDER** for portfolio. Design it. Organize all of the assignments and developmental process into a expertly designed, interesting piece. This will be an 17" x 11" spiral bound book that walks a potential client or employer through your branding process. It will have a cover design that highlights your finished brand mark, design brief, research, audit, assessment, ICP, position diagram, design theme concept board, naming process & development, brand mark sketches and brand mark development. This folder or booklet should be tabbed with designed section dividers. Make it great, this is the part that will separate you from everyone else.

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[JANUARY]

**WEEK 3 [jan27]****In-Class:**

- Quiz on reading Introduction &1
- Continue working on **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.  
Small group review  
Group A (TBA), Group B (TBA), Group C (TBA)

**Next Class:**

- *Brand Mark and Brand System Standards Guide*  
Develop **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.  
- make recommended changes per small group sessions  
- PRINT OUT Competitive, ICP and Positioning Diagram for next class meeting
- *Reading Assignment* from course text *Brand Gap* chapter: [brand gap 3 innovate]

**WEEK 3 [jan29]****In-Class:**

- Continue working on **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.  
Small group review  
Group A (TBA), Group B (TBA), Group C (TBA)

**Next Class:**

- *Brand Mark and Brand System Standards Guide*  
Develop **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.  
- make recommended changes per small group sessions  
- PRINT OUT 8.5" x 11" (vertical) Competitive, ICP and Positioning Diagram on comp paper, no need to mount or bind.
- *Reading Assignment* from course text *Brand Gap* chapter: [brand gap 3 innovate]

[FEBRUARY]

**WEEK 4 [feb 3]****In-Class:**

- Quiz on reading 2&3
- FINAL **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM** due for Critique  
- make recommended changes per small discussions  
- FORMAT: full color, 8.5 x 11, vertical, on comp paper, no need to mount or bind
- Peer Critique Sessions  
*Group A, B, C (TBA)*
- peer critique form to be filled out and handed in at end of class

**Due Next Class:**

- *Revisions from class and peer critique sessions*  
Print, mount and bind final **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM** for presentation and discussion with Jon, Coho Creative.
- *Reading Assignment* from course text *Brand Gap* chapter: [brand gap 4 validate]

**WEEK 4 [feb 5] [GUEST CRITIQUE SESSION -Jon Shapiro]****In-Class:**

Jon Shapiro to come in to MSJ to give presentation on Design Theme Concept boards. Discuss what semiotics are and how to use them to help translate brand strategy into design choices.  
Jon will create a design strategy map (with percentages of each brand value) as a starting point for the students to explore design choices.

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**Due Next Class:**

- [DESIGN THEME CONCEPT board](#).

Review samples posted on Blackboard

[FEBRUARY]

**WEEK 5 [feb 10] [CONFERENCE CALL -Jon Shapiro]***CONFERENCE CALL* with client to explaining how Coho approaches naming new brands.*HOMEWORK:* [NAMING A BRAND lists](#).**In Class:**

- [Quiz on reading 4](#)
- Naming the brand conference call with Jon to explain a simplified process of how Coho approaches naming new brands.
- Individual brainstorming session [NAMING A BRAND lists](#).

**Due Next Class:**

- [Revise NAMING A BRAND lists for submission to Jon, Coho Creative](#)

Make recommended changes per guest critique session

**WEEK 5 [feb 12]****IN CLASS:**

- peer review and group sessions, 20 minute intervals
    - [Group A, B, C \(TBA\)](#)
- Work on naming process 1/2 class. Other 1/2 break into groups for revisions. Email naming proposals to Jon at Coho for review by end of day.

**WEEK 6 [feb 17] Selection of Brand Name (winning name)****In-Class:**

Announce name winner. Move forward with [BRAND MARK CONCEPT SKETCHES](#)  
Re-visit Creative brief.

**Due Next Class:**

[Create 5-7 \(or more\), 4" x 3" BRAND MARK CONCEPT SKETCHES](#) on plain white paper. We will have a round table discussion to select two from each person to move forward with.

**WEEK 6 [feb 19]****In-Class:****BRAND MARK CONCEPT SKETCHES**

- Peer Critique Sessions 1.0 hour
  - [Group A, B, C \(TBA\)](#)
  - peer critique form to be filled out and handed in at end of class
- Individual Meetings

**Due Next Class:**

- [Two digital Brand Marks](#)

From sketches choose 2 brand marks to revise, and move to [DIGITAL BRAND MARK](#) development for next class. Size of brand mark should be 8" wide and centered on an 11" x 8.5" horizontal piece of paper.

- Make revisions to both [DIGITAL BRAND MARKS](#). Your design is only as strong as your weakest idea.

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[FEBRUARY]

**WEEK 7 [feb 24] [GUEST CRITIQUE SESSION -TBA]****In-Class:**Class Critique on **DIGITAL BRAND MARK**.

- Make revisions to both **DIGITAL BRAND MARKS** based on class critique.

**Due Next Class:**

- *Revise, finalize, print and mount.*

ALL WORK MUST BE DONE BEFORE 9 a.m. Completion of this assignment on time counts for 50% of your midterm grade. Work not completed, mounted and presentable by 9 a.m. will not be accepted! Dress in casual business attire.

**WEEK 7 [feb 26]****In-Class:**

- *Revise, finalize, print and mount.*

[MARCH]

**WEEK 8 [march 3] [PRESENTATION TO CLIENT! Regina and Jon will be at MSJ for students to present Brand Marks]****In-Class:**

**Presentation to client by each student of their two Brand Marks.** ALL WORK MUST BE DONE BEFORE 9 a.m. Completion of this assignment on time counts for 50% of your midterm grade. Work not completed, mounted and presentable by 9 a.m. will not be accepted! Dress in casual business attire.

**WEEK 8 [march 5]****IN CLASS:**

Make revisions supplied by client.

**Due Next Class:**

Revise one and prepare for final presentation after spring break.

**WEEK 9 [march 10 - 12] SPRING BREAK****WEEK 10 [march 17]****In-Class:**

- Introduce **PROCESS BOOK**. Show samples of past work. Spiral examples, cover examples and creativity in general.
- Prepare final Brand Identity.

**Due Next Class:**

- *Cover design of process book.* Create a digital layout for the cover of your **PROCESS BOOK**. Should contain name of student, client and brand mark.
- *Revise final Brand Identity* and mount for presentation. Submit digital PDF.

**WEEK 10 [march 19]****In-Class:**

- Individual Meetings
- *FINAL COMPLETED BRAND MARK DUE* for grade. Post on Blackboard. Submit Final to client for selection. Student makes one round of small revisions. Chosen logo will go to Coho for final production.
- *PROCESS BOOK DEVELOPMENT:* Work in-class and at home to complete **PROCESS BOOK** for Theresa Harpole Foundation branding project.

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**Due Next Class:**

- *Continue working on* **PROCESS BOOK**. Two finished books due APRIL 2.

[ MARCH ]

**WEEK 11 [march 24] Deliverable Brand Mark to Coho Creative****In-Class: [GUEST CLIENT, LIBBY HUNTER TO PRESENT "WordUp"]**

- *Introduce Design Brief:* **WordPlay** – "**WordUp**" Branding Identity for Aiken High School.
- *Assessment Phase Brand Development for WordUp*

Start research and develop **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.

**Due Next Class:**

- *Continue working on* **PROCESS BOOK**. Two finished books due APRIL 2.
- Research and create design within your templated boards that shows a competitive audit, ICP and positioning diagram for "**WordUp**".

**WEEK 11 [march 26]**

- Continue working on **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.
  - Small group review
  - Group A (TBA), Group B (TBA), Group C (TBA)

**Next Class:**

- *Continue working on* **PROCESS BOOK**. Two finished books due APRIL 2.
- *Brand Mark and Brand System Standards Guide*  
Develop **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM**.
  - make recommended changes per small group sessions
  - PRINT OUT Competitive, ICP and Positioning Diagram for next class meeting

**WEEK 12 [march 31]****In-Class:**

- Print final **COMPETITIVE AUDIT, ICP BOARD** and **POSITIONING DIAGRAM** for presentation and discussion.
- Discuss semiotics are and how to use them to help translate brand strategy into design choices.
- Supply class with a design strategy map (with percentages of each brand value) as a starting point for the students to explore design choices.

**Due Next Class:**

- **PROCESS BOOK** Printed and bound due next class. This process book is worth 25% of your final grade in this class
- *DESIGN THEME CONCEPT board*.

[ APRIL ]

**WEEK 12 [april 2] HARPOLE PROCESS BOOKS DUE/ 25% of grade****In-Class:**

- Turn in Theresa Harpole Brand Identity **PROCESS BOOK**. Post PDF on Blackboard. All work must be complete by 9 a.m. for full credit.

- Print final **DESIGN THEME CONCEPT BOARD** for presentation and discussion.
- Start **BRAND MARK CONCEPT SKETCHES**

**Due Next Class:**

*Create 5-7 (or more), 4" x 3"* **BRAND MARK CONCEPT SKETCHES** on plain white paper. We will have a round table discussion to select two from each person to move forward with.

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[ APRIL ]

**WEEK 13 [april 7]****In-Class:****BRAND MARK CONCEPT SKETCHES**

- Peer Critique Sessions 1.0 hour

*Group A, B, C (TBA)*

-peer critique form to be filled out and handed in at end of class

- Individual Meetings

**Due Next Class:**

- *Two digital Brand Marks*

From sketches choose 2 brand marks to revise, and move to **DIGITAL BRAND MARK** development for next class. Size of brand mark should be 8" wide and centered on an 11" x 8.5" horizontal piece of paper.

- Make revisions to both **DIGITAL BRAND MARKS**. Your design is only as strong as your weakest idea.

**WEEK 13 [april 9] [GUEST CRITIQUE SESSION -TBA]****In-Class:**Class Critique on **DIGITAL BRAND MARK**.

- Make revisions to both **DIGITAL BRAND MARKS** based on class critique.
- Introduce **WordUp POSTER** project

**Due Next Class:**

- *Revise, finalize, print and mount final WordUp brand mark.*

- Concept sketches for 18" x 24" **WordUp POSTER**. Two 4.5" x 6" (vertical) pencil concept sketches on white paper

**WEEK 14 [april 14]****In-Class:****WordUp POSTER** sketch review

- Peer Critique Sessions 1.0 hour

*Group A, B, C (TBA)*

-peer critique form to be filled out and handed in at end of class

- Individual Meetings
- Apply logo to short sleeve and long sleeve shirts, color of your choice
- Apply logo to baseball cap
- *Revise, finalize, print and mount.*

**Due Next Class:**

- *Revise, finalize, print and mount WordUp brand mark.*

ALL WORK MUST BE DONE BEFORE 9 a.m. Completion of this assignment on time is very important. Work not completed, mounted and presentable by 9 a.m. will not be accepted! Dress in casual business attire.

**WEEK 14 [april 16] [PRESENTATION TO CLIENT! Libby from WordPlay will be at MSJ for students to present Brand Marks]****In-Class:**

**Presentation to client by each student of their two Brand Marks.** ALL WORK MUST BE DONE BEFORE 9 a.m. Completion of this assignment on time counts is very important. Work not completed, mounted and presentable by 9 a.m. will not be accepted! Dress in casual business attire.

## SEMESTER WORKPLAN

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[ APRIL ]

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#### WEEK 15 [april 21] Easter Monday, NO CLASS

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#### WEEK 15 [april 23]

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##### IN CLASS:

- **WordUp POSTER** project development

##### Due Next Class:

- *1/2 size color print of WordUp POSTER round table discussion.*

ALL WORK MUST BE DONE BEFORE 9 a.m. for credit.

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#### WEEK 16 [april 28]

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##### IN CLASS:

- *Start working on PROCESS BOOK.* Two finished books due for final exam.
- Make revisions suggested in critique
- **WordUp POSTER** project completion. Print full size poster on roll-paper. Scale to fit width, which I think is about 17". All posters must be developed with a 1" white border.

##### Due Next Class:

- *FINAL FULL SIZE PRINTED WordUp POSTER*
- *Continue working on WordUp PROCESS BOOK.* Two finished books due for final exam.

#### WEEK 16 [april 30]

##### IN CLASS:

- *FINAL FULL SIZE PRINTED WordUp POSTER for critique. Trimmed to size and hung on wall.*
- *Continue working on WordUp PROCESS BOOK.* Two finished books due for final exam.

##### Due Next Class:

- **WordUp PROCESS BOOK.**

#### EXAM WEEK 17 [may TBA]

##### IN CLASS:

Turn in WordUp Process book. Pick-up date TBA