

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23

I. CATALOG DESCRIPTION

Course Number: GDMA1465
Course Title: Identity Design & Branding
Prerequisite(s): GDMA1122, GDMA1126, GDMA1136
Catalog Description: In this course, students will examine and analyze existing identity and explore the history of corporate identity. Branding strategy will be studied as it relates to identity. Students study color theories of Munsell, Albers and others. Exercises to develop a sensitivity to color phenomena and color characteristics are studied. Students will create identity revision/updates and create new identity systems based on specific branding requirements. Students will examine current identity requirements and will write a graphic standards and application manual for identity designs they create. An emphasis will be placed on use of appropriate typographic qualities, shape/form, color and integration of these elements.

Credit Hours: 3.0
Class Hours: 30
Lab Hours: 45
Total Contact Hours: 75

II. COURSE OBJECTIVES: *Course will:*

- A.** Establish and demonstrate an understanding of the power of creating a strong identify/brand, system, standards guide, and the rebranding process.
- B.** Discuss and define what identity is, why it is needed and the marketing and visual components included in identity.
- C.** Explore and analyze the variety of symbol imagery employed and how the symbols contribute to strong identify/brand.
- D.** Focus on developing an intimate understanding of the client, its audience, its competition and its goals, business, and aesthetic value to create effective corporate identities.
- E.** Strongly emphasize the importance of research and planning before beginning the digital design process through information gathering and thumbnailing.
- F.** Discuss how the human element affects our perception of color and how we interpret color differently.
- G.** Analyze and illustrate the use of color systems in branding and within the context of graphic design.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A.** Student Learning Outcomes: *Student will be able to:*
 - 1.** Explain the purpose and need for a strong identity/brand and how it plays into marketing and visual components.
 - 2.** Demonstrate a strong understanding of the various considerations that go into creating an effective corporate identity.
 - 3.** Assess the communicative value of existing identities.
 - 4.** Appraise and design using symbol imagery to create strong, evocative identities that communicate the essence of a company/organization.
 - 5.** Plan identities through thorough research and thumbnailing.

6. Translate thumbnails into completed visual identities.
 7. Integrate type and symbolic imagery together.
 8. Develop and modify an existing brand to update or solve current design issues.
 9. Justify decisions made in the creation of their identity/system.
 10. Develop an entire visual identity system based on the creation of its logo.
 11. Design a design standards document that details how the identity system works, how it can be used and restrictions.
 12. Select color specifically for their communicative and psychological meaning.
 13. Demonstrate and present color systems for a particular design application.
 14. Design using color in symbolic and associative ways.
- B. General Education Learning Outcomes (GELOs)**
1. GELO #3: Critical Thinking & Problem Solving
Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

IV. CONTENT/TOPICAL OUTLINE

- A. Introduction of Identity and Logos
- B. Planning Before Designing
- C. Creating Identity Symbols and Pictograms
- D. Researching and Creating an Identity through Redesign
- E. Concept New Identities
- F. Creating Identity Systems
- G. Developing Brand Style Guide

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): None
- B. Other Resources: Handouts: worksheet, tutorial, assignment, and projects

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 1. On-screen presentations, demonstrations, guided tutorials and lecture
 2. Worksheets, charts, tutorials, projects/assignments
 3. One-on-one teaching and assistance
 4. Team teaching
 5. In-class exercises and activities
 6. Presentations by design professionals/employers
 7. Videos
 8. Field trips

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
 2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
 3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that

assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.

4. Compliance with all Policies. For all GDMA program policy documents, please visit <http://tinyurl.com/gdmapolicies>.
5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit <http://tinyurl.com/gdmapolicies>.

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must meet all of the following to receive a passing grade:
 1. Student must complete this course with a minimum course grade of “C” (70%).
 2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit <http://tinyurl.com/gdmapolicies>
 3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
 4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
 5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
 6. For course specific policies please refer to the Course Information Document.