

# BRANDING & IDENTITY

The focus of this course is on the examination of the logotype and symbol as identity and corporate character. Students will develop a corporate identity campaign extending into a public relation promotional project utilizing a basic strategy brief that they've researched and written. Students will learn to work in teams and on an individual basis.

## WHAT TO EXPECT

So, someone told you to take this class because it was required or for some other reason, but what can you expect from the course this semester:

- Gain a greater understanding of the importance of a logo/logotype in the branding of an organization or individual.
- To create marketing materials that help to further the message of the brand.
- Increase your awareness of the importance of consistency when dealing with logos and branding.
- To create greater meaning in image making techniques.
- Lots of hands on experience. Most people learn better by doing rather than talking about a subject.
- To use all you previous art/design experience. Yes, your 2D skills will help you be successful in this class.
- Increase your skills in Adobe's Creative Cloud products like Illustrator and Photoshop. Let's learn it all!
- To work independently as well as with your fellow classmates.
- Most importantly, you can expect to have lots of fun!

In general, I expect that you attend all classes, come to class on time, stay for the complete class, complete all assignments and readings, and review lecture notes BEFORE class to ensure success in the course. I expect you to be polite and respectful of myself and your fellow classmates. Above all, I expect you to WORK HARD! If you do these simple things, you will be successful in this class this semester. Please contact me if you have a problem or an issue. Please don't just give up or stop showing up. I am here to help.



## COURSE INFO

M/W 11:30 - 2:25 am  
VADC 103  
Mott Community College  
3 credits/6 contact hours

Prerequisites: Placement into RDNG-030 (ACSR-030), or completion of RDNG-016, ACLT-075, ACLT-076 or ENGL-100

ART-145 and ART-146 with a minimum grade of 2.0 in each course.

Classroom handouts, lectures, assignment sheets, announcements and other supplemental materials will be available for download at [blackboard.mcc.edu](http://blackboard.mcc.edu).

Use hashtag #art242mcc to follow our class on Twitter.

## INSTRUCTOR

James Shurter  
office: 810-232-2075  
email: [james.shurter@mcc.edu](mailto:james.shurter@mcc.edu)  
twitter: @jimshurter

Office Hours:  
Monday & Wednesday  
9:00 - 11:00 am, or by appointment

## TEXTBOOKS

*Graphic Design That Works*  
Author: Rockport Publishers  
ISBN-10: 1592532799

*Graphic Design Reference & Specification Book*  
Author: Sherin & Lee  
ISBN-10: 1592538517

# GRADING POLICIES

This course will include a variety of discussions, activities and design projects, all of which will be given specific deadlines for completion. Assignments are expected to be completed outside of class, as homework. I expect reading to be completed outside of class so you can fully participate in class discussions and activities. All assignments are due at the START of the class date posted. Your projects should be completed as specified on the provided assignment sheet, but are not limited to this information. You are responsible for any changes to assignments that are discussed in class.

This course includes a midterm and final assessment. These assessments are not exams, but reviews of your progress in the course.

## LATE PENALTIES:

Late penalties are based on calendar days, not class days. Late work can be turned into the art office, during another class, or by arrangement with the instructor. It is,

however, better to turn in a project late, rather than not at all. I would also note that all projects can be resubmitted for a higher grade, but late points cannot be removed. It would be better to turn in a potentially bad project on time than a really good project late.

- 1 day late = -5 pts
- 2 days late = -10 pts
- 3 days late = -15 pts
- 4 days late = -20 pts

After 4 days, assignments may not be accepted and a failing grade could be reported. Instructor can adjust this policy at his discretion.

## EXTRA CREDIT

Occasionally, the instructor, at his discretion, may make available an opportunity for a student to earn extra credit. This would be determined either on an individual basis, or as an opportunity for the entire class. Please pay attention to Blackboard and/or follow me on Twitter to receive information about extra credit opportunities.

## GRADING SCALE

Translation of 100 point system to college grade reporting is as follows:

1200-1116 .....	100-93 .....	4.0
1115-1056 .....	92-88 .....	3.5
1054-996 .....	87-83 .....	3.0
995-948 .....	82-79 .....	2.5
945-888 .....	78-74 .....	2.0
887-828 .....	73-69 .....	1.5
827-768 .....	68-64 .....	1.0
767-0 .....	63-0 .....	0.0

## DISCLAIMER

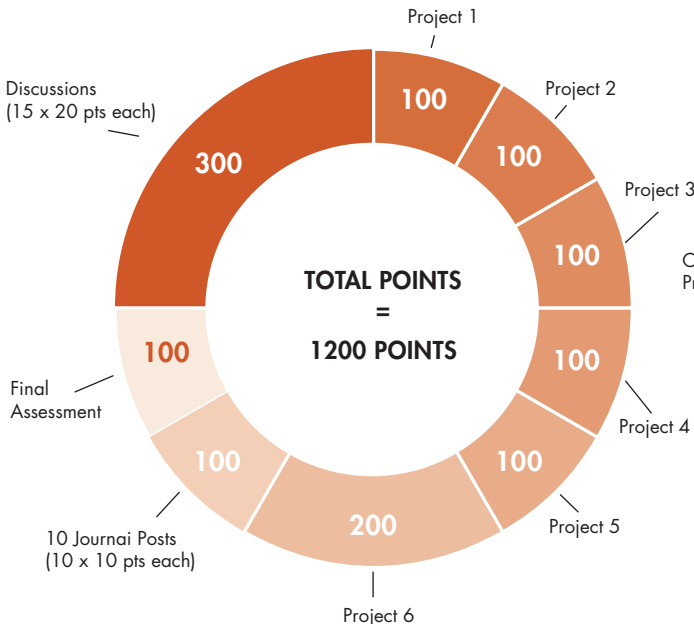
The grading information provided here is meant as a general guide. However, the instructor reserves the right to adjust the course grading policy as he deems appropriate.

## COMPLETE GRADING BREAKDOWN

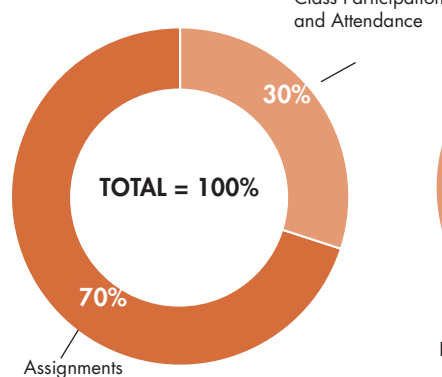
These graphs show the complete breakdown of your overall semester grading and your overall assignment points. They also show the breakdown of specific assignments

### SEMESTER GRADING

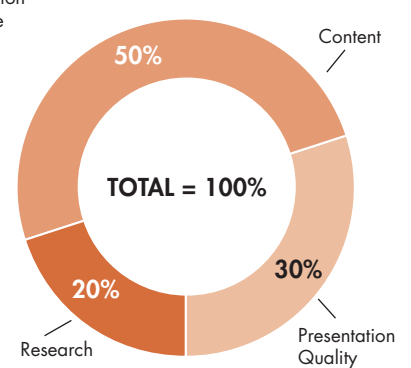
Your semester grading breaks down as follows:



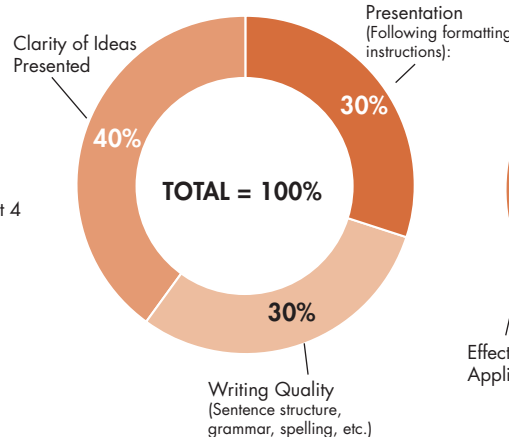
### FINAL GRADES



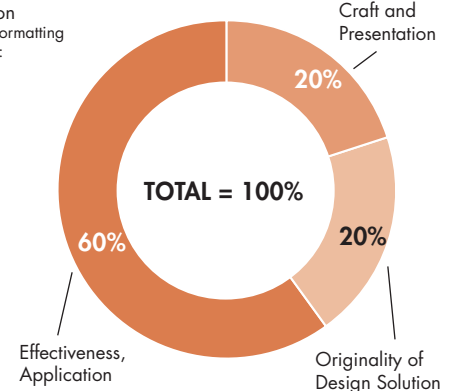
### PRESENTATION GRADING



### JOURNAL GRADING



### PROJECT GRADING



## MIDTERM ASSESSMENT

Your midterm assessment will take place in written form. I will provide you with your overall class progress in completing assignments/projects and an assessment of your participation in the class. The goal is for you to see what you need to do in order to improve your performance in the course.

## FINAL ASSESSMENT

There are no exams as part of this course. Instead, you will have two assessments along the way to offer feedback. The final assessment will involve a graded component. This assessment will look at your overall progress in the course and function somewhat like a portfolio review. You will also complete a self assessment of your progress in the course and in class activity to reflect on what you learned in the class.

## PARTICIPATION

Participation in class is expected and required. You should be prepared to offer your opinions during classroom discussions and actively participate in critiques. I do understand that talking in front of people may be hard for you, but I ask that you try to participate in some way. Students less comfortable participating in class discussion could and should take a more active role on the wiki or in the in class activities. You should find a way to participate in a manner that is comfortable for you. Participation is part of your grade and a crucial factor when making final decisions about grades.

## WRITTEN COMPONENTS & PRESENTATIONS

It is expected that all writing assignments will demonstrate college level writing skills including proper grammar, appropriate language, and proper structure. Texting language and emoticons are not acceptable for writing assignments. **No hand-written assignments will be accepted.**

### Journal Posts

You will be contributing to a course wiki over the course of the semester. This wiki will serve as a resource for the class as well as a place

to gather information. The link to the wiki will be provided to you. You will need to register as a contributor. You will be expected to contribute weekly based on the specifications on the assignment sheet.

The previous instructions for grammar and language apply to the wiki. It is important that you make sure to write professionally and appropriately when completing your wiki posts. These skills are also important in your future as a graphic designer (or in any career path). There are plenty tools to assist you with meeting this goal. I will penalize students not adhering to these requirements.

### Presentations

Presentations should be done in using Google Docs presentation software or PowerPoint. Do not use Keynote or any other software. Make sure to format your presentation consistently. I don't want to see ten different presentations sandwiched together. Also, make sure your presentation is readable and not distracting.

## PROJECTS

Presentation is important here in the classroom setting (and for successful employment in the real world). As such, you should follow the detailed presentation instructions provided for each assignment. If you lose your assignment sheet, all assignments are posted to Blackboard.

Presentation is part of your grade and is worth 20% on each project. You spent a lot of time creating your project so your presentation should reflect the time you spent. It could be the difference between one grade and another. **PRESENTATION IS IMPORTANT!**

Somewhere on each project, place a label stating the following:

- > Student name & number
- > Course # and name
- > Instructor's name
- > Assignment # and name
- > Date due and the date project was turned in to instructor.

Note: Following the instructions provided on the assignment is very important.

## HOW DO I GET A 4.0 IN THIS CLASS?

Students often ask how they can get a 4.0 in my class. The below guide is meant as guidelines to provide you with some idea of what I'm looking for.

### Grade 4.0

A 4.0 student will produce outstanding work. It will be original work and represent ideas not typically associated with the assignment. Your performance in all other aspects of class will also be outstanding. Further, you should:

- Attend all classes and be on time
- Turn in all work and turn it in on time
- Go above and beyond the basics on assignments
- Actively participate in classroom activities and discussions
- Exceptional craft and presentation

### Grade 3.0

A 3.0 student will produce good work, but it will be predictable. While you will have pretty good performance in the class, your attendance and timeliness will not be outstanding. Further, you will:

- Will attend most classes (missing fewer than 3 classes) and be on time
- Turn in most work (missing five or fewer assignments) and be on time most of the time (late fewer than three times)
- Participate in classroom activities and discussions
- Good craft and presentation

### Grade 2.0

A 2.0 student will produce average work and be lacking in overall classroom performance and timeliness. Further, you will:

- Will miss a number of classes (three to five) and may have issues with tardiness
- Missing a number of assignments (five to ten) and will often be late turning in assignments
- Minimal participation in classroom activities and discussions
- Deficient craft and presentation



# COURSE POLICIES

Active participation in this course and classroom activities will have a direct impact on your ability to understand the subjects being dealt with, as well as your performance on various projects. As in the real world, unexcused absences or late arrival will be considered a lack of interest in being “employed” (and in this case being educated). This will be reflected in a lower grade. Students are expected to show up for EVERY class and be ON TIME in order to get the most out of classroom instruction, discussions, project work, and instructor feedback. It is important that you NOT schedule other appointments that conflict with your class participation.

## CELL PHONES/DEVICES

Cell phones should be on vibrate. If a call is important, please step into the hallway to take the call. DO NOT take phone calls in the middle of class. Please keep texting to a minimum. Laptops and tablets are welcome in the classroom, but should be used for class purposes. Your focus should be on learning the material.

## CONDUCT AND DISCUSSIONS

Everyone has a different point of view, and artists are particularly notorious for expressing theirs. Some folks are a little shy about speaking in front of others, especially during critiques and discussions. Encourage each other, participate, critique, but don't make any personal attacks. That said, students who do not show respect to their classmates or instructor may be asked to leave the class.

## FOOD AND DRINK

You may eat and drink in the classroom, but may not do so while sitting at a computer. Always clean up after yourself, including disposing of trash properly and washing up any mess you have left behind. If it is found that students cannot adhere to these guidelines, then no food or drink will be allowed at all in the classroom.

## HATS AND MODES OF DRESS

This is an art class. Dress as you see fit. However, you should also be considerate of your classmates and practice some good personal hygiene, try to avoid clothing that may be offensive to others or hats that get in the way of your ability (or others) to see what's going on in the classroom.

## PERSONAL ITEMS

Disks, books, and other personal items should be labeled with your name so that efforts can be made for their return in the event that you have left them behind. If you find something that does not belong to you, be sure to make an effort to return it to the rightful owner or, if unavailable, turn it in to an instructor or the Art Office where it will be safely stored until the owner claims it. Students found to engage in unauthorized “borrowing” (stealing) from either the college or their fellow students will face academic discipline or worse.

## SAFETY ISSUES

We will be using some materials that may be considered dangerous or toxic. These include paper cutters, mat and X-acto knives, solvent-based markers and glues. Please be considerate of your own and others safety in the use of these materials. All art materials must be carried in proper art bins/tool boxes and any liquids should be kept in airtight containers. Knives should be put away carefully in a latched box and used blades disposed of by taping it in a larger sandwich of cardboard before tossing in the trash bin. The guillotine cutter and other paper cutters provided in the studio should always be returned to their “down” position. Hands should be kept away from the blade, holding the handle or left side of paper/board only.

## TAPE RECORDING

The use of tape recorders or camera/video phones in this class is forbidden without first obtaining written permission from the instructor.



## CONTACTING YOUR INSTRUCTOR

While I encourage you to get in touch with me, please try to observe some courtesy. I will try to get back to you within 24 hours. If calling or texting, I ask that you not get in touch with me after 10 pm or before 8 am. When texting, please include your name in the message. When emailing, please put a subject line that states the subject of the email. My contact info is on the first page of the syllabus. That contact info is the best way to get in touch with me.

## PLAGIARISM/CHEATING

According to the policy of the college, plagiarism and cheating are considered Academic Dishonesty and may result in your dismissal from or failure in the course with possible academic consequences from the college, including becoming a part of your permanent academic record.

## TARDY

You will be considered tardy if you are more than 15 minutes late to class or leave 15 minutes early. If you do find yourself entering a classroom late or you must leave early, especially during a lecture, student presentation, or critique, please enter and be seated quietly without disturbing others.

## ABSENT

You will be considered absent if you miss more than 45 minutes of a class. Two tardies will be considered one absence when reporting to government agencies (see Title IV below) and for determining class participation and attendance. Note that your class participation and attendance is worth up to 25% of your total semester grade. Please note that this can have a significant impact on your financial aid! Financial Aid requires that you regularly attend class in order to receive funds.





## EMERGENCY

Absences due to a bonafide emergency may be excused with written permission but will still be considered for grading and reporting purposes. If a medical emergency absence extends beyond two classes, the student should meet with me to discuss other options for completing or withdrawing from the course.

## PLANNED ABSENCE

Absences due to planned activities (i.e. regular doctor's appointments, family vacations, etc.) are not excused absences. No exceptions. This course meets at regular times and you should do everything possibly to avoid planning any absences during the semester. You are responsible for lecture notes, assignment due dates, etc. Missed materials for the week can be found on Blackboard and you can contact me with questions about the missed materials.

## INSTRUCTOR ABSENCES/TARDINESS

While it has only happened very rarely, should it be necessary for me to miss a class, an appropriate substitute instructor will be arranged. Your attendance is still required for this class meeting. In any case, a representative from the Fine Arts Division will issue a message to the class in case of class cancellation. The same goes for me being tardy to class. It is rare, but could happen. Again, a rep from the FASS division will let you know of my ETA.



## COLLEGE POLICIES

As an affirmative action/equal opportunity institution, the College encourages diversity and provides equal opportunity in education, employment, all of its programs, and the use of its facilities. The college does not discriminate in educational or employment opportunities or practices on the basis of race, color, religion, gender, national origin, veteran's status, age, disability unrelated to an individual's ability to perform adequately, height, weight, marital status, political belief, sexual orientation, or any other characteristic protected by law.

Inquiries by students regarding compliance with Title IX should be directed to:

*Dean - Enrollment, Retention, and Registrar -  
Records & Registration  
Phone: (810) 762-0243*

### STUDENTS WITH DOCUMENTED DISABILITIES

Mott Community College is committed to providing equal opportunity for participation in all programs, services and activities and adheres to Section 504 of the Rehabilitation Act (1973) and the Americans with Disabilities Act, as amended (2008) to provide effective auxiliary aids and services for qualified students with documented disabilities. Requests for accommodations by students with disabilities may be made by contacting Disability Services at 810-232-9181 or on the web at [disability.mcc.edu](http://disability.mcc.edu). Once your eligibility for an accommodation has been determined, you will be issued an Instructor Notification Letter. Please present Instructor Notification Letters to instructors at the start of the semester and/or two weeks prior to the accommodation date (test, project, etc). Requests received after this date will be honored whenever possible.

Inquiries by students regarding compliance with Section 504 compliance should be directed to:

*Director - Admissions & Student Success  
Services  
Phone: (810) 232-8225*

### INCOMPLETES

A student must initiate a request for an "I" (incomplete) from the instructor. The "I" will be given at the sole discretion of the instructor. Typically, an "I" will be given only when the student (a) has completed at least 75% of the class but is unable to complete the class work because of extraordinarily unusual or unforeseen circumstances or other compelling reasons, (b) has done passing work in the course, and (c) in the instructor's judgment, can complete the required work without repeating the course.

### WITHDRAWAL

A "W" is a student initiated withdrawal and can be initiated up to the 90% point (approx. up until the last two weeks of class) in the course. Effective Fall 2006, the instructor initiated withdrawal will no longer be available. You MUST go to the registrar's office to initiate a withdrawal.

### NO SHOW

The instructor may assign an "NS" grade, which indicates that the faculty member has had, in their judgment, insufficient instructional contact with the student. This can be assigned as early as 20% into the course, but will not be assigned if the student has completed 50% or more of the course work. If the student has completed 50% or more of the coursework, the student must seek a Withdrawal from the course if he/she wishes to drop. Otherwise, the grade earned by the student will be issued.

### MCC EMERGENCY CLOSINGS

The college will be closed at the direction of the President when adverse weather or other conditions make it necessary. For closing information, call: 810-232-8989. You can also sign up online for notifications to your phone.

### TITLE IV FUNDING ELIGIBILITY

Federal and State guidelines require the college to keep attendance records in order for students to maintain their Title IV fund eligibility. Excessive absences may affect that eligibility.

# BLACKBOARD, CLASS SHARES AND GOOGLE DRIVE

## BLACKBOARD

Blackboard is an important part of this course. Your weekly self assessments will be administered through blackboard, all lectures, and assignments can be found there. It is an important source if you miss class. I will also make available additional materials on Blackboard including readings, assignment examples, and extra credit opportunities. I expect you to be able to login to blackboard as soon as possible.

### TO LOGIN AND ACCESS THE CLASS ON BLACKBOARD:

- Go to blackboard.mcc.edu.
- Type in your user name and password.
- On the right hand side of the screen, you should see My Course. Under My Course, you should be able to select this course by clicking on the name of the course from all courses listed.
- This will then take you into the course. All main course navigation is located on the left hand side of the screen. This is where you can locate all materials.

### NEED USER NAME OR PASSWORD:

- Go to blackboard.mcc.edu.
- Click on the Student Account Lookup links underneath the sign-in box.

- You will then be taken to a screen where you should enter your seven digit id number and then press submit or enter. This will give you your user name and the formula for your password.

## CLASS SHARES

You will be expected to put final copies of all your work in this class in the Class Shares (X Drive). Failure to do so will effect your final grade.

### TO LOGIN TO CLASS SHARES (HOME):

- Go to mcc.edu/Current Students.
- Under Backpack, select Class Shares (X).
- Type in your user name and password (see Blackboard if you need help with this).
- Select X: Drive (Class Shares)
- Select Current Semester.
- Select Course.
- You should see a folder with your username on it. Save all files in an organized manner here.

## GOOGLE DRIVE

If you are looking for a cloud based storage solution for your class work, then Google Drive is the answer. It allows you to save and work on files from any enabled computer, tablet or phone. Your MCC.EDU webmail account has Google Drive storage as part of it. Free. We will set this up in class.

### TO LOGIN TO GOOGLE DRIVE:

- Go to webmail@mcc.edu.
- Click on the application icon on the top right of your screen (9 blocks in a square).
- Select Drive.



# IMPORTANT DATES

	FULL SEMESTER	1ST HALF	LATE START	2ND HALF
First day of class*	September 8	September 8	October 5	October 29
Web Advisor Registration Closes	September 11	September 11	September 11	September 11
<b>Last Day to Drop Full Refund</b>	<b>September 14</b>	<b>September 14</b>	<b>October 12</b>	<b>November 4</b>
<b>Last Day to Drop Half Refund</b>	<b>September 18</b>	<b>September 18</b>	<b>October 15</b>	<b>November 9</b>
Date of Record	September 19	September 19	October 16	November 10
Last Day to Change to Audit Status	November 13	October 9	December 4	December 4
Thanksgiving Break		November 26-29		
<b>Last Day to Drop with "W"</b>	<b>December 16</b>	<b>October 28</b>	<b>December 16</b>	<b>December 16</b>
Last day of class	December 23	October 28	December 23	December 23
Final Grades Due	December 25	October 30	December 25	December 25

\*If the course has already met, registration requires faculty signature for: students who have 12 earned credits or less, have a G.P.A. lower than a 2.0, course is considered developmental (below 100 level), you have not registered for at least one 15 week class prior to the start of the semester.