Syllabus Overview

<table>
<thead>
<tr>
<th>Course Designator</th>
<th>Section Number</th>
<th>Semester and Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDES 4354 - Graphic Design IV: Integrative Campaign</td>
<td>Section 2</td>
<td>Fall 2012</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Class Meeting Days &amp; Time</th>
<th>Classroom</th>
<th>Number of Credits</th>
<th>Final Exam Date &amp; Time (Also state if there is NO final)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15- 9:15 pm M/W (09/04/2012-12/12/2012)</td>
<td>McNeal Hall 336, STPAUL</td>
<td>4 Credits</td>
<td>1:30 p.m.–3:30 p.m., Thursday, December 20</td>
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Instructor’s Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Richelle J Huff</th>
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</thead>
<tbody>
<tr>
<td>Office Location</td>
<td>250 E</td>
</tr>
<tr>
<td>Office Phone</td>
<td>612 821 0811</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:huffx067@umn.edu">huffx067@umn.edu</a></td>
</tr>
<tr>
<td>Office Hours</td>
<td>2:45-3:45 pm Tuesdays – please make sure to call ahead to reserve a time.</td>
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Course Information and Instructor’s Expectations

Course Description:
Integrative Campaign will build competency in the following skills:
Design Analysis; The ability to understand a current brand situation by reviewing the business / strategy, existing research and using an interview process for further understandings of goals and desired outcomes. Core topics will be the role of design to create visual, verbal, and experiential tools.
Image Analysis: The review of the current company, product, or service image in respect to its desired audience.
Concepting /Ideation: The ability of brainstorming, mind mapping or problem solving to find creative design and marketing solutions.
Design Presentation: Illustrating concepts to effectively communicate marketing communication solutions.
Presentation skills: The ability to present your work articulately and persuasively in front of a group.
Overall quality: The use of high standards as an on going process to illustrate design results.
Recommended Art Supplies.
Students should be prepared to work in class, and will be expected to create final work on a computer and present all projects on a CD and final project on a CD with a final print out version. If the final project is created as an electronic format such as a web site or an electronic file -it can be turned in as a CD pr DVD.
Students are responsible for all class meetings and materials, including information contained in the syllabus.
Students are responsible for being on time and preparing for all class sessions.
Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
Students are responsible for seeking help when needed. Students who need special accommodations are responsible for working with the instructor and the relevant University offices.
Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor.
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and your instructor when speaking. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate forms of expression in this class.

Visual Presentation Standards
Work should always be carefully presented
Sketches of work should be easy to understand and clearly illustrate concept.
Intermediate stages of computer comps can be presented in printout form, however most work will be projected from PDF files.
Final presentation comps of all applications should be produced in an appropriate format.
All materials to be turned in should be placed in an envelope clearly marked with name and phone and email if available.

_Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print.)_

*Approved by the University Senate. April 20, 2000. To view the entire 'Classroom Expectation Guidelines' go to: www1.umn.edu/usenate/policies/classexpectguide.html

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**Required and Recommended Materials:**

The Brand Gap by Marty Niemeyer
Order it right away!

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**Student Learning Outcomes following course completion:** *(must identify at least one outcome and how it relates to this course how it will be addressed and how it will be assessed, http://www.slo.umn.edu/)*
1. Can identify, define, and solve problems
2. Can locate and critically evaluate information
3. Have mastered a body of knowledge and a mode of inquiry
4. Can communicate effectively

Release of Work Statement:
Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Attendance:
Attendance is required to learn the course material and will be taken daily. Two unexcused absences are the maximum allowed before the final grade is lowered by one letter grade. Excused absences are for substantiated medical and personal emergencies only, with documentation.

Punctuality Policy:
Assignment due dates and benchmarks are detailed in the Assignment Calendar. Assignments are also due on the specific date. Late Assignments will be given a point penalty that will result in your final grade lowered by a full letter.

Conduct Policy:
A studio setting is conducive for an informal atmosphere, with student interaction an expected benefit. Please keep the focus on the task at hand, and be respectful of your classmates and their work. Class participation is required and will impact your final grade.

Workload:

Credits & Workload Expectations
For undergraduate courses, one credit is defined as an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a four credit course that meets for three hours a week should expect to spend an additional six to eight hours a week on course work outside the classroom.
Grading Structure:

Grading Sheet

100 pts make an A

Student Name: Brand as Me
10 pts

Design Process Evaluation
A. Discover 10 pts
B. Define 10 pts
C. Design 10 pts
D. Develop 10 pts

E. Deliver –
Verbal presentation skills 10 pts
  Unique and creative approach 10 pts
  Design of presentation 10 pts
  Final Document 10 pts

F. Attendance and participation 10 pts

Penalties:
___ Absences
___ Late assignments
___ Tardy attendance

http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html
Accepting and Returning Assignments:
Students should be prepared to work in class, and will be expected to create final work on a computer and present all projects on a CD and the final project on a CD with a final print out version. If the final project is created as an electronic format such as a web site or an electronic file -it can be turned in as a CD or DVD. All of these examples will not be returned by the instructor and may be used for teaching courses in the future. Grades will be returned for each phase of work. An on-going tally will keep students aware of previous phase grades within this class.

Grading Late Work:
The student is required to complete all class assignments, and present them on time. Late assignments will be given a point penalty that will result in your final grade lowered by a full letter. The final project presentation must be ready on the last day of class. After that time, projects will not be graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see me about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course. You will be given as much class time as possible to work on your assignments, however you are required to complete your work which will take outside classroom time.

Policy for Missed Exams:
Final presentations are held at the end of the semester and you must attend for your final grade.

Make Up Work for Legitimate Absences:
http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html

Extra Credit Options:
None

University Policies

Personal Electronic Devices in Classroom:
http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html
Use of Class Notes and Materials:
http://policy.umn.edu/Policies/Education/Education/CLASSNOTESTUDENTS.html

Scholastic Dishonesty and Student Conduct Code:
http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Sexual Harassment:
http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

Statement on Climate of Inclusivity:
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. (or refer to http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf)

Academic Freedom and Responsibility:
http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

Availability of Disability and Mental Health Services:
If you have any special classroom requirements please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations.

- Student Academic Success Service: 340 Appleby Hall, Mpls, 612-624-3323
- Counseling/Consulting Services: 199 Coffey Hall, St. Paul, 612-624-3323
- Disability Services: 180 McNamara, Mpls, 612-626-1333
- Center for Writing: 10 Nicholson Hall, Mpls, 612-626-7579

Or refer to http://ds.umn.edu/student-services.html and http://www.mentalhealth.umn.edu
Project one
Understanding Branding
The Brand Is Me. 10 possible points

What is a brand and why does it matter when we market companies, products, and services.
Understanding what a brand is and the basic principle of branding will be illustrated by discovering your own personal brand. In this exercise we will explore your brand and be able to understand what are the current and desired image attributes. Personal research and interviews will help you better understand how you can create a distinct and unique brand while differentiating yourself from all those around you. Using this information we will also evaluate possible applications that will correspond to your brand.
There will be a presentation made by you in class.

Research
Using Survey Monkey, facebook, or any form of research contact 3 different groups in your history to find current Image Attributes (key words) that describe you. These key words will help you evaluate who you are today and words you want to be associated with your personal Brand.
Create a document that illustrates the groups and the current Image Attributes and possible connections of how they help you understand your current Brand equity and/or perceptions.
Review and decide what Image Attributes you would like to maintain and create a new list of Desired Image Attributes that you will use to differentiate you as a Brand in the world of designers.
Using your Desired Image Attributes give us examples using visuals or experiences that will help you convey your new Branded Image.

You will be graded on creating a professional looking document and presenting your findings and results.
Project 2
80 possible points

A Branded Campaign

Create the brand identity for a known product, service or brand, (in the US).
After you choose a known product, service or brand and research it, you will develop communications for key audiences using tools such as marketing messages/taglines, logo developments, visual systems and applications that will bring awareness to your product, service or brand.
After you choose a known product, service or brand (in the US), and research it, you will develop an overall brand positioning and marketing message-tagline and identity for the campaign. You will create applications that are best suited for your key audiences.
Research
Use the Internet, library, and magazines to research a known product, service or brand, (in the US). Review existing web sites to evaluate what is current and historical with the brand. Collect web site printouts, brochures, ads, and any communications that will help you understand the current brand. Review the competition – other known products, services or brands, (in the US) that are similar or close in proximity that are trying to encourage your known product, service or brand, (in the US) audience to use them instead.
The Branded System.
You will create an integrated marketing design system for your known product, service or brand, (in the US). It will include:
1. Brand position and Desired Image Attributes
This will be used in conjunction with your identity and visual system overall.
3. Logo (Concept and design the logo with visual system) Also the logo should be used in an avatar.
No less than 7 applications should be illustrated.
Examples that may used however, you should not limit yourself to them are:
direct mail, posters or communication application(s) to create awareness for public venue magazine ad Campaign (4-color, single page 2 or more ads, marketing brochure (Cover: 8.5”X11” and 11”X17” spread, merchandise (trash and trinkets). And applications of your choice such as web sites (home page plus 2 additional pages to be presented in as a simple visual and does not need to function), facebook or social media that may compliment your brand and be appropriate for you selected audience.
Final
These items will be produced electronically full size and in color. Final designs will be graded on a professional presentation quality.
Portfolios should be kept in mind for final presentation illustration.

Assignment Calendar

The following monthly time line below will be the schedule we will work towards. This schedule will stay flexible depending on the current objectives of our project.

Project I
September
September 5 section 2 and September 6th for section 1
Brand as Me assignment
Product/ Company Brand project
Project is due September 10th for section 2 and September 11th for secti
Project 2

September / October

Phase One – Discover
We will be reviewing current materials and review existing communications and basic information to better understand a product, service or current brand.
We will explore in the discover phase.
1. Audience
Who the current audience is? Is there more than one audience and if so who are they?
2. Current Image Attributes
What is being said about the product, service or brand? Both pro and cons.
3. Audit
Review all communications to have a clear understanding of how the product, service or current brand is currently being presented. What type of media is being used? What visual and verbal devices are consistent? What are other organizations are similar and/or in competition for the current audience’s attention.
4. What are three impressions everyone has about the brand?

October / November

Phase two – Define
Below are the areas important to the define phase.
1. Desired Image attributes
Key words to use as overall descriptors for the organization that help define and differentiate them.
2. Audience Persona
Who your audience is what they are interested in?
3. Brand Positioning
Answer the three following questions and create a one or two line positioning.
Who are you? What do you do? Why does it matter?
4. Design Criteria
What are the design elements that will appeal to your audience?

Phase three – Design
Below are the five areas important to the design phase.
1. Logo Design
Exploration and final logo.
2. Visual System
A comprehensive set of tools such as color, grid, format, type, texture, paper, graphic elements, point of view, etc…
3. Point of View
To define how a system will be unique and memorable.
4. Marketing Strategy
Create and explain how the marketing strategy would work.
5. Marketing Message (this is an initial ideation and may change in application or Develop phase).
Explore at least 20 message concepts and show the top 3 message opportunities.

November / December

Phase four – Develop
Below are the areas important to the develop phase.
1. Applications based on Visual System and Marketing Strategy
2. Avatar
Create a compelling avatar

**Final presentations**
Last work day and Finals week
Formal presentations of completed Integrative Campaign, All work completed.
Questions? -Email to set up an appointment- rhuff@mybrandforever.com
OFFICE HOURS – 2:45- 3:450 T/TH
Richelle Huff
huffx067@umn.edu