GDES 3352  **Identity and Symbols** sections 1 & 2

3 credits; post portfolio review; pre-requisite GDES 3351

**Tuesdays & Thursdays**  11:45-1:55pm McNeal 336

**Professor**  Sauman Chu, Ph.D.
240H McNeal Hall
624.9705 (Direct line)
schu@umn.edu

**Office Hours:**  Tuesdays 10:45-11:45 and by appointment

**Course Description**
This course will build on previously learned graphic design principles including a continued investigation of typography and its application. Students will explore the representation of abstract ideas in the form of symbols for the purpose of building identity. The class will focus on the development of visual identity through a systems approach to design with application to various printed collateral. This course will prepare students to design a symbol, a logotype, stationary system, and collateral products, keeping the identity consistent and intact throughout the process. Students will apply gestalt design principles, figure-ground relationships, and contrast within the structure of the grid to aid organization from piece to piece and within the whole.

**Objectives**
Upon completion of this course students will:
- demonstrate an ability to communicate abstract and conceptual ideas through the design of symbols
- gain further experience and knowledge in the use of design elements of form, type, color, image, and space
- gain experience designing an identity system and applying it in varied formats

**Learning Outcomes**
Students will demonstrate an ability to identify, define, and solve problem and mastered a body of knowledge in identity design. Students will design three symbols for a particular business/service that he/she identify. The symbols will be used as an identity for that business. Students will learn symbol design through a rigorous design process, from conceptual stage of 100 hand sketches to a fully developed and refined composition. Critiques will be held through out the design process, and also serve as part of the grading criteria.

**Expected knowledge**
- Students are expected to have experience in text layout and the use of grid systems.
- Fluency with typographic terms and understanding of production process are required.
- Students should have skills in working an illustration program, a page layout program and photo-manipulation.
- Students are expected to have a firm grasp of design principles, color theory, and two-dimensional composition skills.

**Attendance**
Attendance is absolutely essential and entirely your responsibility as are the consequences of your actions. Attendance for every class and staying for the entire class is required. The student is required to be on time for each class and is expected to work in class for the entire class period. If students arrive 30 minutes or more after class starts, it counts as an absence. Students with more than three absences will receive a reduction of two letter grades from their earned grade (i.e. an A becomes a C) and five absences will receive a F as the final grade.

**Incomplete**
There are no incompletes given in this class except for situations of extreme medical emergencies. An official letter from a physician must be submitted before an incomplete can be considered. Incompletes must be made up within the following semester, otherwise, an ‘F’ will be given.
University Grading Standards

A - achievement that is outstanding relative to the level necessary to meet course requirements.
B - achievement that is significantly above the level necessary to meet course requirements.
C - achievement that meets the course requirements in every respect.
D - achievement that is worthy of credit even though it fails to meet fully the course requirements.
S - achievement that is satisfactory, which is equivalent to a C- or better (achievement required for an S is at the discretion of the instructor but may be no lower than a C-).
F (or N) Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.
I (Incomplete) Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

Credits and Workload

For undergraduate courses, one credit is defined as equivalent to 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 three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.

Classroom Conduct

All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled).

Scholastic Dishonesty and Student Conduct Code

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging other's work. Discovery of academic misconduct is grounds for an “F” for the course. Visit http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Harassment

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, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

Sexual Harassment

This policy governs the commitment to the prevention and awareness of and response to sexual harassment at the University of Minnesota (University). Visit http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf

Expectations of Students

• Students are responsible for all class meetings and materials, including any 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
**Academic freedom and responsibility**

Academic freedom is the freedom, without institutional discipline or restraint, to discuss all relevant matters in the classroom, to explore all avenues of scholarship, research, and creative expression, and to speak or write on matters of public concern as well as on matters related to professional duties and the functioning of the University. Academic responsibility implies the faithful performance of professional duties and obligations, the recognition of the demands of the scholarly enterprise, and the candor to make it clear that when one is speaking on matters of public interest, one is not speaking for the institution.  

http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

**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. I will happily honor your request at any point to address you by your correct name, gender pronoun, or any other manner you would like to be referred. If you like, I will also instruct class members to do the same. Please advise me of how you would like to be referred to in class.  

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf

**Availability of Disability and Mental Health Services**

The University of Minnesota is committed to providing all students equal access to learning opportunities. The Office of Equity and Diversity has a Disability Resource Center (DRC) that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or drc@umn.edu.
- Students registered with DRC, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

For additional information please visit: https://diversity.umn.edu/disability/

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

**Academic Services**

If you would like additional help, please contact one of the offices listed below.

- Student Writing Support  http://writing.umn.edu/sws/index.html
- Student Academic Success Service  http://www.uccs.umn.edu/

**Use of Class Notes and Materials**

Visit http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html

**Personal Electronic Devices in Classroom**

No cell phone is allowed in the classroom. Visit http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html

**Accepting and Returning Assignments**

You will turn in your assignments directly to me during class time. Assignments will be returned from me. Please don’t drop off any work at the DHA front desk.

**Makeup work for legitimate absences**

Please contact your instructor for meeting your course work requirement and alternative due dates. Visit http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html
Late Project Policy

The student is required to complete all class assignments, and present them on time. Projects, which are one class period late, will be marked down two letter grades. After that time projects will not be graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see your instructor 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 with your instructor in class. Late work will not be accepted.

Extra credit options

There is no extra credit option for this class.

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).

Critiques

There will be regular critiques. You are required to attend whether or not your own work is ready for presentation. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a constructive critical eye and increased vocabulary.

Materials & Expenses:

The student is required to bring all of the necessary materials for working on assignments to each class meeting. All final comps need to be very tight and of portfolio quality. The estimated cost for necessary printing may be between $20-$50.00 for the semester. Final work must be presented in a neat, professional format. Poorly presented work will lower your grade.

Journal

Maintain a professional journal that contains all of your research, work in progress, etc.... in an easily accessible presentation that shows the sequence of your work. Document all your brain storms, questions, research, and findings, sketches, problems, type and color studies, etc... in short document and save all materials gathered as part of your project. Consider how to organize, plan and present this material professionally. Make it easy to go through, with work labeled clearly. Bring this Journal or your “rough working” journal to every class. Due 12.13. (10 points)

Course Text


Course Evaluation

Students will be required to complete all class assignments. Design work will be evaluated on concept, idea development, research, design process, class participation, execution, craftsmanship, and presentation skills. (See the attached date-specific course outline and schedule). Final course grades will be distributed on a point/percentage system:

- Assignment 1: Symbol Redesign 10 points  Grading: Out of the 400 possible points
- Assignment 2: Symbol 80 points 94%/375 points and above = A
- Assignment 3: Logotype 80 points 90%/360 points and above = A-
- Assignment 4: Stationery and business card 80 points 85%/340 points and above = B+
- Assignment 5: Website design 70 points 80%/320 points and above = B
- Assignment 6: Graphic Standards Manual 70 points 77%/308 points and above = B-
- Journal 10 points 73%/292 points and above = C+
- 70%/280 points and above = C
- 67%/268 points and above = C-
- 63%/252 points and above = D+
- 60%/240 points and above = D
- Below 240 points = F

* Please note: ALL assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.
# Course Outline

This course outline is tentative and subject to change depending on the progress of the class. Staying on track is essential to completing your projects. If your projects are not completed as per final specifications, you will receive a lower grade.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T 1.16</td>
<td>Introduction of course, go through syllabus, discussion of symbols. Discussion of Assignment 1 and 2. Reading: pp.6-13.</td>
</tr>
<tr>
<td>1</td>
<td>Th 1.18</td>
<td>In class project-Assignment 1. Research (collect 30 of each “good” and “bad” symbols). Reading: pp.14-40</td>
</tr>
<tr>
<td>2</td>
<td>T 1.23</td>
<td>Discussion of collected symbols, the product regarding its identity development. Purchase product. Reading: pp.56-112</td>
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<tr>
<td>2</td>
<td>Th 1.25</td>
<td>Assignment 2 mission statement dues, presentation. Working session for assignment 2. Rough stage: 100 symbols minimum. Reading: pp. 124-150</td>
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<tr>
<td>3</td>
<td>Th 2.1</td>
<td>Working session: second stage continues.</td>
</tr>
<tr>
<td>4</td>
<td>T 2.6</td>
<td>Second stage symbols due. Critique. Assignment 3: logotypes. (Collect 20 of each “good” and “bad” logos). Working session: final stage of symbols.</td>
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<tr>
<td>4</td>
<td>Th 2.8</td>
<td>Second stage symbols due. Critique. Working session: final stage.</td>
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<tr>
<td>5</td>
<td>T 2.13</td>
<td>Discussion of collected logos. Working session: symbols final stage.</td>
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<tr>
<td>5</td>
<td>Th 2.15</td>
<td>Working session: rough stage, 50 logotypes minimum/final stage of symbols.</td>
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<tr>
<td>6</td>
<td>T 2.20</td>
<td>Rough stage logotypes due. Critique Working session for assignment 3, second stage.</td>
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<tr>
<td>6</td>
<td>Th 2.22</td>
<td>Working session: second stage continues.</td>
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<tr>
<td>7</td>
<td>T 2.27</td>
<td>Second stage logotypes due. Critique. Working session: final stage.</td>
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<tr>
<td>7</td>
<td>Th 3.1</td>
<td>Working session: Assignment 2 and 3 final designs. Collect 10 good business system.</td>
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<tr>
<td>8</td>
<td>Th 3.8</td>
<td>3 variations of symbols due. 3 variations of logotypes due. Critique. Working session: rough stage: 20 business cards and stationery.</td>
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<td>SPRING BREAK</td>
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<tr>
<td>9</td>
<td>T 3.20</td>
<td>Superhuman critique. Working session rough stage assignment 4.</td>
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<tr>
<td>9</td>
<td>Th 3.22</td>
<td>Assignment 4 rough stage due. Critique. Working session: second stage.</td>
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<tr>
<td>10</td>
<td>T 3.27</td>
<td>Assignment 4 Working session: second stage continues.</td>
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<tr>
<td>11</td>
<td>T 4.3</td>
<td>Working session: assignment 5/assignment 4 final stage</td>
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<tr>
<td>11</td>
<td>Th 4.5</td>
<td>Assignment 5 rough stage dues. Critique.</td>
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<tr>
<td>12</td>
<td>T 4.10</td>
<td>Working session: assignments 4 and 5 final stage.</td>
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<tr>
<td>13</td>
<td>T 4.17</td>
<td>Working session assignment 6 rough stage. (Critique optional)</td>
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<tr>
<td>14</td>
<td>T 4.24</td>
<td>Working session: Assignment 6 final design.</td>
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<tr>
<td>14</td>
<td>Th 4.26</td>
<td>Working session: Assignment 4, 5, 6. (Critique optional)</td>
</tr>
<tr>
<td>15</td>
<td>T 5.1</td>
<td>Working session: Assignment 4, 5, 6. (Critique optional)</td>
</tr>
<tr>
<td>15</td>
<td>Th 5.3</td>
<td>Turn in journal, assignments 4, 5, and 6.</td>
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# Final Exam

There is no final exam for this class. Last day of the class is 5/3.
Assignment Two: Symbols Development

Choose one of the following business:
1. Food and/or Beverage;
2. Entertainment and/or internet-based;
3. Fashion and/or fitness

Design three symbols/marks for this new business. The product should have its target audience. For example, fitness clothing for teenagers, an internet-based toy company for children; and nutritional food and beverage for seniors.

Limitations
Final designs must be done in either Adobe Illustrator or FreeHand. Scanning pictures is not allowed. The symbols have to be recognizable at a 1” X 1” scale. Only black and white (no gray tones) can be used until the design is finalized and applied on the stationery and the website design.

Design Process
Step 1: Go shopping and buy a product for this project. Buy a piece that you can relate to, study and learn to love it.
Step 2: Collect good and bad symbols -30 of each- not necessarily related to the product that you chose. Due 1.23.
Create a name and write a mission statement (due 1.25) for the company that sells the new line of product you chose.

Rough Stage: A minimum of 100 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Try to look for references related to this project in magazines, design books, catalogs, printed ads, etc. Rough drawings must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating ideas is the main goal. Due 2.1.

Second stage: After ten best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, drawings can be done on the computer. Due 2.8.

Final stage: The three best design solutions are selected from the second stage designs. The symbols must then be refined and finalized. A higher quality of black and white output is required, such as from the Copies on campus printer. The final solutions must be presented in two different scales: 4” X 4” and 1” X 1”. The two scales of the same symbol must be mounted on an 8 1/2” X 11” black matte board with the larger one on the top (see figure). Due 3.8.
Assignment Three: Logotypes

Design three typographic marks for the new line of product/name of the business.

Limitations

The logotypes must be readable at a small scale (e.g., 1/4” in height). Only black and white (no gray tones) can be used until the design is finalized and applied on the stationery and website design.

Design Process

Research: Collect 20, of each, good and bad logotypes. Due 2.13.

Rough Stage: A minimum of 50 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Rough concepts can be done by hand or on the computer. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating ideas is the main goal. Due 2.20.

Second stage: After ten best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, designs can be done on the computer. Pay attention to the typeface that you choose. Due 2.27.

Final stage: The three best design solutions are selected from the second stage designs. The logos must then be refined and finalized. A higher quality of black and white output is required, such as from the Copies on campus printer. The final solutions must be presented in two different scales: approximately 1” and 1/4” in heights. The two scales of the same logos must be mounted on a 8 1/2 “ X 11” black matte board with the larger one on the top (see figure). Due 3.8.
Assignment Four: Stationery and Business Card

Design the letterhead, envelope, and business card for the new line of product/name of the business.

Limitations

Final designs must be done in either Adobe Illustrator or InDesign. You can choose one of the symbols/logotypes or the combination of both for the identity system. No limitations are set for the choice or number of colors.

Design Process

Research: Collect 10 good business systems. Due 3.6.

Rough Stage: A minimum of 20 rough hand sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. Try to look for references. Rough designs must be done by hand. No computer work is allowed. Use a black razor point pen or a fine marker and do your sketches on layout/marker pads. There is no need to get detailed at this stage. Generating idea is the main goal. Due 3.22.

Second stage: After three best solutions have been chosen from the rough stage, each solution will then be refined and developed. In this stage, designs can be done on the computer. Due 3.29.

Final stage: The one best design solution is selected from the second stage designs. The systems must then be refined and finalized. A color laser output is fine for this project but special paper is required. You need to select your own paper. Pick different options for the paper and print them out. Compare the results and discuss these with me prior to turning them in. The final solution can be mounted on a 15” X 20” black matte board and arranged in an aesthetic and logical way or you can make a folder to hold all the pieces. You will also need to include the original symbol/logotype on the mounting board or on the cover of the folder. Due 5.3.
Assignment Five: Homepage Design

Using the identity that you created for your business, design 3 options for a promotional website’s homepage. The 3 homepages do not need to be as an actual html file. This assignment focuses on the design of the homepages, and not on the technical or navigation aspects of a website.

Limitations

The homepage should include/apply:
1. Main and extended color palette
2. Mock up images of your products
3. Links to other pages, such as products information, services, contact us.
4. Copyright information
5. Main headline
6. Mission statement of your business

Design Process

Rough Stage: A minimum of 10 rough sketches are required. Roughs can be done in Illustrator or Photoshop. Due 4.5.

Final stage: The three best design solutions are selected from the first stage designs. The homepages must then be refined and finalized. The final three solutions can be turned in as PDF (send email as attachment). Size of each design is 1366 x 768 pixels horizontally. Due 5.3.
Assignment Six: Graphic Standards Manual

Design a minimum four-page manual to describe the limitations and guidelines of using the symbol/logotype for the new line of product.

Limitations

Final design must be done in Illustrator or InDesign. You need to write up your own limitations and guidelines for the manual. Assuming that the manual is an in-house product that will be used by various designers in the company. There is no limitation on the choice of color. You can use as many as you want. Size is up to you with the minimum of 5 1/2” X 6”.

Design Process

Rough Stage: A minimum of 5 rough sketches are required. Due 4.19.

Final Stage: The one best design solution is selected from the rough stage designs. The manual must be refined and assembled. A color output is required. Due 5.3.

Graphic Standards

Companies and designers frequently set up a system of rules for the use of the symbol/logo. These rules ensure that the identity is always used appropriately and that the integrity of the design is maintained. This set of rules includes information about the identity may and may not be used. For this assignment, develop a set of rules for your identification system.

1. Develop a specification sheet for your symbol/logotype/combination mark.
   - Identify font and any manipulations that you have made
   - Identify PMS colors
   - For stationary system, specify size measurements for the identity

2. Develop a set of rules:
   A. Size and proportion
      - What are minimum and maximum sizes?
      - When the symbol and logotype are combined is there a consistent proportional relationship?
      - Is there a minimum font size for the logotype or for other publications?

   B. Variations:
      - When are reversal allowed? Are there any restrictions on reversing type or images?
      - Are there variations of the identity? If so, what is acceptable, what is not?
      - What color variations are allowed?
      - Rules about using the identity as background pattern and/or repetitions

   C. Format in identity system:
      - Are there specified placements in stationery systems?
      - When can symbol appear alone? When can logotype appear alone?
      - Must the symbol/logotype appear on all print items? What might be exceptions?
      - What are inappropriate uses of the identity?
Assignment One: Symbol Redesign

You will be given an abstract symbol that represents a business/service. However, you will not be given any information about the business/service.

**Design Process**

Step 1: Examine the symbol carefully. Spend 15 minutes to identify the business/service. I will let you know the true identity of the business after step 1.

Step 2: Redesign 2 different symbols for the business. You can use hand drawing or use Illustrator for the final redesigns. Each design should be about 3” X 3”. Upload a PDF file to the shared Google folder. Due 1.18