

The Art Institute of CaliforniaSM - San Diego

Course Syllabus

Course Number: WDM2211
Course Title: Digital Identity Design
Catalog Description: An examination of the role of design in brand identity and marketing. Students will learn design strategies for developing integrated digital branding.
Prerequisites: MM2201 Interface Design
Course Day and Time: Tuesday 1:00 - 5:00, North 274
Session/Year: Winter 2010
Instructor Name: Corey Fayman
Contact Information: student@coreyfayman.com
Skype:clfayman

Availability Out of Class: I will be available for questions immediately after class and during breaks. You may also email me anytime at the above email address. I will try to respond to all emails within 24 hours.

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3 Credits

Course Competencies: Upon successful completion of this course, the student should be able to:

- Identify the role of design in branding/corporate identity.
- Effectively apply conceptual design skills to develop branding strategies.
- Effectively apply the elements of design to create logos and visual identities.
- Develop information structures that meet client needs for targeted audience.
- Create and present formal project proposals to prospective clients.
- Design and produce identity design for multiple formats including print and web.

Recommended Text(s): *Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands* by Alina Wheeler, ISBN 0470401427

Materials and Supplies: Paper, pen/pencils, and portable storage media.

Estimated Homework Hours: 4 Hours per week minimum

Technology Needed: Computer labs, Adobe Photoshop or Illustrator, Adobe Flash and/or After Effects, DreamWeaver or ASCII text editing program.

Point Values:

Assignment	Points Available	Points Earned	Percentage of Final Grade	Percentage Earned
Reading Summaries	100		10	
Competitive Audit/Design Brief	100		10	
Logo Design	100		10	
HTML Email	100		15	
Web Ads	100		15	
Web Site	100		30	
Class Participation	100		10	
TOTAL	700		100	

Grading Scale: Grades on individual assignments and for the course will be calculated as follows:

A	93 -100 %
A-	90 - 92 %
B+	87 - 89 %
B	83 - 86 %
B-	80 - 82 %
C+	77 - 79 %
C	73 - 76 %
C-	70 - 72 %
D+	67 - 69 %
D	65 - 66 %
F	64 % or below

Academic Honesty Statement: The Art Institute of California- San Diego considers academic honesty to be one of its highest values. Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institute of California- San Diego. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks. Any student who is found to have violated this policy is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

Academic Assistance: Information on workshops and tutoring is available in room 233.

Campus is closed on the following dates: Monday, January 18th (Martin Luther King Jr. Holiday) and Friday, February 12th for President's Day Holiday.

Add/Drop/Withdrawal Policies:

- Students may drop and/or add classes or change sections until 5:00 p.m. on the sixth day of the quarter without incurring a financial or academic cost. These course transactions are not reflected on the student's transcripts. Students should see their Academic Advisor or the Registrar's office staff for assistance.
- **Last Day to Add/Drop:** Tuesday, January 19, 2010 by 5:00 p.m.
- Students may withdraw from classes until 5:00 p.m. on the Friday of the ninth week of the quarter. They will receive a grade of "W," which does not affect their GPA. However, the course will be shown as a "withdrawal" on their transcripts. The student will have to pay for the class and the withdrawal does adversely affect their graduation date and Incremental Completion Rate (ICR). Students can be terminated if the ICR falls below acceptable levels.

- Students should see their Academic Advisor or the Registrar's office staff for the change form and assistance in processing it.
- **Last Day to Withdraw from Classes with a "W":** Friday, March 12th by 5:00 p.m.

IMPORTANT NOTE: ALL COURSE WITHDRAWALS REQUIRE THE INSTRUCTOR'S SIGNATURE BEFORE OTHER DEPARTMENTAL SIGNATURES CAN BE OBTAINED

Course Policies:

No food or drinks are allowed in the classroom.

Lab time will be made available during some classes for students to work on homework assignments and projects. Students are required to stay in class during this time and will not be excused from class because they have not brought work with them, don't like to use a Mac (or PC), can't be creative in the classroom environment, don't have the right font with them, etc., etc. In the professional business world, you will often have to work under conditions that are less than ideal for being creative. Now is a good time to learn how to work under any conditions.

Class Participation evaluation is based on three criteria:

- Students do not leave early and remain in class until they have been dismissed by the instructor
- Students return to classroom on time after breaks
- Students participate in class activities and assignments when required, rather than surfing the Internet, instant messaging, emailing, eating or engaging in any other non-class related entertainment or activity

Scores for individual assignments will be provided to the student within two weeks of assignment completion.

Students may access course materials and a record of their scores through the course website at <http://www.coreyfayman.com/teaching/mm2211>. Students who miss a class should check the course website in order to keep up with course assignments.

Attendance: You are expected to attend all classes on time as scheduled throughout the quarter. If you are absent, the number of hours you missed will be recorded. If you come late to class or leave early, your absence will be counted in 15-minute increments. This absence accumulates towards total absenteeism on a student's quarterly record. It is your responsibility to keep track of your attendance. You may ask the Registrar's Office for an Attendance Snapshot at any time.

There are no excused absences.

If you do not attend *any* classes for fourteen (14) consecutive calendar days, you will be withdrawn from school.

Instructors use the following chart for reducing final grades due to excessive cumulative absences:

CLASSES MISSED	HOURS MISSED	% CLASS TIME	EFFECT ON FINALGRADE
2	8	18	Reduction by one letter grade
3	12	27	Reduction by two letter grades
More than 3	More than 12	More than 27	F Grade

Makeup and Late Work: Assignments are due at the beginning of class on the assignment date listed in the syllabus. Late assignments will be accepted up to one week past original due date and will be subject to an automatic deduction of 50% from graded score.

General Student Conduct: The Art Institute of California—San Diego expects its students and employees to conduct themselves in a professional manner at all times. The Art Institute students are generally men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they will conduct themselves during the educational processes in the same manner as will be expected in an employment situation. All students or employees are encouraged to report any unprofessional or offensive behavior to the Dean of Student Affairs. Any student who is found to have violated conduct policies as stated in the student handbook is subject to disciplinary sanctions up to and including suspension or permanent dismissal from school.

Disability Statement: It is the Art Institute of California-San Diego policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for accommodations in this class, contact the Student Affairs office for assistance.

Policy On Open Computers In The Classroom: In order to prepare students for the competitive job market, The Art Institutes have computer labs to support the delivery of academic programs and to support students in the completion of assignments generated through course work. To ensure that students have the best opportunity to access a computer terminal to complete their assignments, all unoccupied computers may be accessed during normal hours of operation whether or not a scheduled class is in session.

The student must wait 30 minutes after the start of the scheduled class to ensure that unoccupied computers are available for class members who may show up late. The student should enter the class quietly, find an open computer and get to work without disturbing the instructor. The student is expected to work independently and not disrupt the class in session. An instructor may ask non-class members to leave if their conduct becomes disruptive. In addition, the student may not scan or print, as these peripherals are reserved for the class in session. All students will be asked to leave a lab at the end of a class, prior to the start of the next class.

Course Calendar Outline

- Week 1:** **Assignments Due:** None
Lecture and Discussion: Review course syllabus and requirements. Review Final Assignment requirements, examples. Review Viral Marketing, Web 2.0 assignments.
Activities: Webquest: What is Identity Design? Review final project description and requirements.
Lab: Digital Identity Design Research – Viral Marketing.
Assignments Due next: Read pages 1 - 11, 88 - 89, 102 - 103. Complete Reading Summary 1. Select Project Client.
- Week 2:** **Assignments Due:** Read pages 1 - 11, 88 - 89, 100 - 103. Complete Reading Summary 1. Select Project Client.
Lecture and Discussion: Webquest – Branding and Identity Research Tools. The Competitive Audit and Design Brief.
Activities: Creating an online survey.
Lab: Begin work on Competitive Audit and Design Brief.
Assignments Due next: Competitive Audit and Design Brief. Read pages 52 – 69. Complete Reading Summary 2.
- Week 3:** **Assignments Due:** Competitive Audit and Design Brief. Read pages 52 – 69. Complete Reading Summary 2.
Lecture and Discussion: Brandmarks, logos and the graphical components of Branding Design.
Activities: Webquest: Identifying types of Taglines.
Lab: Exercise 3: Brainstorming taglines. Begin logo development.
Assignments Due next: Read pages 106 – 121. Reading Summary 3. Preliminary Logo Designs
- Week 4:** **Assignments Due:** Read pages 106 – 121. Reading Summary 3. Preliminary Logo Designs.
Lecture and Discussion: Website content analysis.
Activities: Class review of preliminary logo designs. Website content analysis.
Lab: Work on final logo design, website content analysis.
Assignments Due next: Read pages 94 – 117. Reading Summary 4. Final logo design. Website content analysis.
- Week 5:** **Assignments Due:** Read pages 72 - 75, 124 – 125, skim 128 - 150. Reading Summary 4. Final logo design. Website content analysis.
Lecture and Discussion: HTML email formatting
Activities: Presentation, review and critique of final logo designs. Webquest: HTML email standards. Using an email service. Individual review of website content analysis assignments.
Lab: Begin work on email campaign template. Website sitemap/flowchart.
Assignments Due next: Select and read at least three case studies from textbook, pages 167 – 277. Reading Summary 5. Email campaign template. Website sitemap.
- Week 6:** **Assignments Due:** Select and read at least two case studies from textbook, beginning on pages 167 - 277. Reading Summary 5. Email campaign template.
Lecture and Discussion: Web Ad Formats and methods
Activities: Wiki activity – Defining Web Ad Formats.

Lab: Begin work on Web site mockups/templates V1.
Assignments Due next: Web Ad Research Assignment.

Week 7: **Assignments Due:** Web Ad Research Assignment.
Lecture and Discussion: Search Engine Optimization. Keyword Strategies.
Activities: SEO Webquest
Lab: Continue work on Web Ad Designs, web site mockups/templates V1.
Assignments Due next: Web page mockups/templates V1.

Week 8: **Assignments Due:** Web site mockups/templates V1.
Lecture and Discussion: Social Media Marketing.
Activities: Present mockups V1.
Lab: Continue work on Web Ads, web site development.
Assignments Due next: Continue work on Web Ad Designs, Client Web site.

Week 9: **Assignments Due:** Web page mockups/templates V2.
Lecture and Discussion: Setting corporate identity standards, web page requirements.
Activities: Webquest: Corporate Identity Standards and Specifications.
Lab: Continue work on final project.
Assignments Due next: Continue work on Viral Marketing Project, Client Web site.

Week 10: **Assignments Due:** Continue work on Web ad designs, web site development.
Lecture and Discussion: None.
Activities: Individual review of web ad designs and web site development.
Lab: Continue work on Viral Marketing Project, Web site.
Assignments Due next: Viral Marketing Project, Client Web site

Week 11: **Assignments Due:** Web ad designs, Client Web site
Lecture and Discussion: None
Activities: Present Web Ad Designs, Client Web site. Fill out course assessment form. Discuss and review course content and objectives.
Lab: Finish final projects, make-up assignments.

Project and Assignment Descriptions: The instructor will provide assignment details including required elements, point values and a breakdown for how the assignment will be graded.