art 4922 | senior design studio 1
mondays + wednesdays 11:30 am – 12:45 pm

Description:
Senior Design Studio 1 is an advanced graphic design course culminating the design skills developed in the graphic design sequence. The class structure is primarily studio-oriented and project-based. It consists of four major assignments, in-process and final critiques, visual and verbal presentations by the instructor, as well as readings and discussions designed to meet the following course objectives:

• Discover the importance of research in brand development and design
• Examine the nature and function of trademarks and identity systems
• Explore types of corporate identity structures: organizational identity and branded identity.
• Identify the components of an identity program.
• Examine the transport of meaning using models from several disciplines including semiotics and communication theory.
• Create a standards program and manual.
• Create a process–to–solution creative proposal document.
• Apply knowledge of information design.
• Develop systematic thinking for unity throughout a range of artifacts.
• Display an understanding of the role design plays in brand development.
• Develop skills of time and large project management.

Design Process:
Work during and outside designated class hours will be required to achieve typographic objectives and develop creative solutions to the class projects. Each assignment requires a well-organized and comprehensive Itoya notebook of your process, to be handed in with the final presentation of your project. Each notebook will contain visual, written, and material research; thumbnails, pencil and marker sketches, in-process screen grabs, printouts, in-process critique notes and comments that led to your ultimate solutions.

Critique
Substantial, thoughtful, and active participation in critique sessions is necessary to achieve the last two of our class objectives (look left). Your candid, heartfelt, and honest reactions are valuable additions to our discussions, and both positive reinforcement and critical suggestions for improvement are welcome. Your contribution will be evaluated, as will your ability to share the floor with and encourage less vocal class members.

Class Blog
Participation is required
http://blog.lib.umn.edu/medel/snrdsn1f07/

Textbook(s) Required:
Designing Brand Identity
Alina Wheeler
Publisher: Wiley

The Future Beyond Brands
–LoveMarks
Kevin Roberts
Publisher: Powerhouse Books
ISBN: 1-57678-727-0

Materials
Storage media: USB flash drive, iPod, or external hard drive. Secondary regular backups on CDs or DVDs are critical, make a devoted practice of using them, as lost files will not be a valid excuse.

ITOYA Notebook for Process Documentation.
Also: self-adhesive foam-core for finished projects as needed, and one CD-R to turn in digital projects for final grading.
critiques and final deadlines seriously.

will not be re-graded. Therefore, take in-process
improve their portfolio. However, the project
the assignment again if they did not do well-to
higher grade. Students are encouraged to try
Finally, a project may not be redone for a

A. Excellent
This is usually work done by a highly motivated student meeting all or most of the performance criteria as set forth by the problem. Design process is excellent, and is well documented. In order to earn an "A" for the course students must earn “excellent” marks on every assignment and have superior craftsmanship.
B. Good
This work is above average but lacks the qualities that give it the stamp of excellence. It shows better than average design sensitivity.
C. Satisfactory
This work is merely average. Work is handed in on time and has fulfilled the requirements for the project, but it lacks strong visual interest and thoughtful and imaginative research.
D. Poor
Below Average. This work is handed in on time, but is lacking in many or most areas which show any understanding of assignment objectives.
E. Unacceptable
Work that is not handed in on time or is so despicable as to be an affront to design sensibilities.

Finally, a project may not be redone for a higher grade. Students are encouraged to try the assignment again if they did not do well-to improve their portfolio. However, the project will not be re-graded. Therefore, take in-process critiques and final deadlines seriously.

Punctuality Policy
There will be no allowance for late presentations or assignments. A written explanation is required if a due date is missed due to illness or other issues. The instructor will accept late individual assignments, but the grades will be reduced by one letter grade for each class day they are late. Discuss concerns with the instructor in advance so the instructor can anticipate problems and act accordingly.

Attendance Policy
Students are expected to attend all class meetings as scheduled. You are excused for two absences per semester; each absence that exceeds this number will result in the lowering of your final grade one letter (A to B, etc). Arriving to class late or leaving early on lab days will be considered as 1/3 absence. If you have a personal problem of any type that requires you miss class more than two times, you must discuss this with the instructor. Written explanations via email are encouraged.

Communication Policy
There are times when the instructor will need to reach the class for special announcements, due date changes, etc. You are required to maintain a University of Minnesota Duluth (UMD) email account, and check it daily, or as close to daily as is reasonable. If you prefer using a non-UMD email address, then set up your “U” account so that it forwards to the other one.

Accommodations
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. In addition, please let me know as soon as possible if you have a disability for which accommodations will be requested.

Student Academic Integrity Policy
Academic dishonesty tarnishes UMD’s reputation and discredits the accomplishments of students. UMD is committed to providing students every possible opportunity to grow in mind and spirit. This pledge can only be redeemed in an environment of trust, honesty, and fairness. As a result, academic dishonesty is regarded as a serious offense by all members of the academic community. In keeping with this ideal, this course will adhere to UMD’s Student Academic Integrity Policy, which can be found at www.d.umn.edu/assl/conduct/integrity. This policy sanctions students engaging in academic dishonesty with penalties up to and including expulsion from the university for repeat offenders.

Student Conduct Code:
The instructor will enforce and students are expected to follow the University’s Student Conduct Code http://www.d.umn.edu/assl/conduct/code. Appropriate classroom conduct promotes an environment of academic achievement and integrity. Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor’s ability to teach, or student learning, is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom. Examples include ringing cell phones, text-messaging, watching videos, playing computer games, doing email, or surfing the Internet on your computer instead of note-taking or other instructor-sanctioned activities.

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Assignments
Subject to Change

PROJECTS:

Realize
1. The Concept
Develop a retail concept. You will produce a Creative Brief. In addition you will produce boards representing the:
• business concept
• brand personality
• intended consumer values and lifestyles
These boards should clearly express the business concept.

Visualize
2. The Identity Program
• icon/avatar/wordmark
• businesscard,
• store exterior/signage
• package design
• at least one additional element must be proposed as appropriate to business need: Ex: vehicle graphics, menu, uniforms, floor plan, advertising
• website to a depth of four pages plus home page.

3. The Client proposal document/presentation piece
• usually in book form
• record of your process and justification for your solution.
• Sell your concept.

Finalize
This is the final element of the project. It is what the client has hired you to provide. How the client implements and applies your branding solution. You should consider the standards manual as information design. You are required to use a typographic grid for this product.
Assignment 1  
**The Concept**

A brand is a proprietary name for a product, service, or group. A brand is the sum total of all functional and emotional assets of the product, service, or group that differentiate it among the competition. Emotional associations arise in response to the spirit of brand identity, the emotional content of spirit of the advertising, and the community or celebrities who adopt the brand or support the brand in their lives. Branding is highly emotional - as consumers create a personal relationship with their chosen brand.

Rather than branding an object (such as a paper clip) we will be branding something intangible — such as an emotion.

**Objectives**
- to develop a retail concept (based on an emotion).
- produce a Creative Brief. This creative brief is the research behind the brand.
- Research aspects of brand personality
- Understand the roles of consumer values and lifestyles in brand development

**Procedure**
Develop a retail concept (based on a sense-of being). Based upon the concept, you will produce a Creative Brief. This creative brief is the research behind the brand.

1. **Choose one word from the following list:**
   joy, sorrow, anger, fear, surprise, disgust, love, guilt, shame, pride, envy, jealousy

You will use this word as the brand.

**Brand Personality** - What does this word indicate? What colors or visual symbols are associated with this word? What personality is associated with this word?

**2. Creative Brief**
The Creative Brief is a strategic plan - a type of map for both the client and the design firm. Most creative briefs are made up of questions and answers, which are used in an attempt to fully understand the brand, the objectives of the branding, the branding context, and the audience. The answers to the questions are usually based on pre-design research, plus information gathered about the brand, audience, and budget.

Sample:
- Project Title
- Goal
- Brand Strategy
- Brand Essence
- Audience
- Our Plan

You will produce boards representing the:
- business concept
- brand personality
- intended consumer values and lifestyles

**Due:**

**Week 3**

Readings:
- 9.10 Lovemarks 1-143
- 9.12 Brand Identity p 1-69
- 9.17 Brand Identity p 72-95

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After generating concepts, it’s time to visualize them—to design. The concept must be communicated through the brand identity. There are many opportunities to communicate a brand message, from the visual design of corporate correspondence to the signage used in a branded environment. A good part of branding involves graphic design applications that identify a brand in various ways—stationary and business cards, branded environment and signage, and packaging—with some overlapping promotional purposes.

The identity system must communicate in the same visual language.

The identity program including:
- icon/avatar/wordmark
- businesscard,
- store exterior/signage
- package design
- at least one additional element must be proposed as appropriate to business need: Ex: vehicle graphics, menu, uniforms, floor plan, advertising
- website to a depth of four pages plus home page.

Procedure:
Use the strategy (assignment 1) as your platform for designing. The essence of the brand personality is stated in the strategy as well as the target audience.

Develop the icon/avatar/wordmark. Think about the relationship to the intended audience.
Assignment 3
The Client Proposal

The Client Proposal piece generally takes the concept and creative brief and makes it visual. The Client Proposal piece is usually in book form and serves as a record of your process and justification for your solution.

The book details the brand essence, the competition, and the intended audience. You will be presenting your client proposal to the class. Be prepared and dress appropriately.

Due: Week 13

Readings:
Brand Identity
p 122-123
p 164-165
Assignment 4
The Standards Manual

Congratulations! The client has accepted your concept and enjoyed your proposal. An Identity Standards Manual is a guide containing approved standard graphic elements of the logo, typographic and color palettes, and brand signature. It also provides a range of possibilities and guidelines for the use of fonts in various combinations and in various applications — both print and digital — as well as guidelines on choosing weights, size, numerals, symbols, etc. Consistent use guarantees immediate recognition in a cluttered marketplace and ensures integrity of meaning.

This is the final element of the project. It is what the client has hired you to provide. How the client implements and applies your branding solution. You should consider the standards manual as information design. You are required to use a typographic grid for this product.

Due: Week 16 (Finals Week)

Readings:
Brand Identity
p 166-175