

WESLEY
STUCKEY

wstuckey@mica.edu

601.953.0176

SPRING

2016



B R A N D I N G

GD 360.01

BROWN

308

TUESDAY

9-3

wesleystuckey.com/class

M|I|C/A

COURSE DESCRIPTION

Students explore the comprehensive branding process by creating functional design solutions. The student gains a new level of understanding of how design and communication can help define a organization's message or product as well as engage how it performs. The course investigates the brand positioning process, strategic thinking, brand case studies, integrated brand communications, the launch of new products, target audiences, and a collaborative design process. May be repeated for up to 6 credits.

LEARNING OUTCOMES

Upon completion of the course students will be able to:

- Develop conceptual, branding and design skills across a variety of media
- Understand basic branding strategy from a designer's perspective
- Develop thinking process around the project needs before considering what style solution will fit it
- Integrate branding strategy with creative executions
- Refine conceptual, crafting, design and sourcing skills in producing projects
- Become adept at analyzing, refining and critiquing projects from a branding perspective

COURSE GOALS

- Produce high-quality portfolio-ready comps
- Create finished brand concepts that are appropriate for a specified audience
- Articulate and present ideas visually and in written form

PROJECT 1: MUSEUM OR WHAT?

Branding a Museum is a great introduction to creating a strong visual identity that is full of personal interest, artistic freedom, and plenty of research. This project will culminate with a logo and an ad campaign for a museum that reflects something of interest from your home town or state. The subject matter of your museum can be as wacky and absurd as imaginable or as sophisticated and refined as you see fit.

PROJECT 2: SITE RESEARCH

Gathering photos, notes, & sketches along with finding out the history of a product/location and environment is crucial to developing meaningful identities. The project will be very hands on and make you absorb all that you can while conducting research. Students will present their findings in a Pecha Kucha presentation (20 slides for 20 sec each).

PROJECT 2A: IDENTITY INSPIRED BY A HISTORIC PROPERTY

This assignment will use the site research from Project 2 to create a branded identity inspired from your trip to a historical property. The identity should consider the usage of the logo, the history and architecture of the property, the color and aesthetics of the logo and typography, as well as the application of the logo at the property and its surroundings. For example your brand could be for a restaurant, a guided tour, a garden/arboretum, a visitor's center, a book shop, a bed and breakfast, a festival. or even a product line.

PROJECT 3: BRAND GUIDE

You will now create a branded style guide for your identity. In the style guide we will explain how to properly use your new logo, colors to use, fonts to use, space requirements for the logo, photographic and illustration style to be used with the logo, as well as standards for a well designed stationary/business package.

CONTACT INFORMATION

Email: wstuckey@mica.edu or wesley@wesleystuckey.com.
I do my best to respond to student emails within 24 hours, with the exception of weekends and holidays.
Phone: 601.953.0176

OFFICE HOURS

Please contact me via email with a request for an appointment. Please e-mail me at least one day in advance of when you would like to meet.
Please feel free to ask questions or say hello.

EMAIL/ELECTRONIC DEVICE POLICY

No email, surfing, texting, or phone while in class unless an emergency.

This syllabus may be modified due to inclement weather, class dynamics or other circumstances beyond our control. If class is cancelled due to weather, I will do my best to email you by 7:00 am that day. You may also check the MICA main page for weather announcements. Any modifications to the syllabus will be announced in class or emailed to students, and updated on our class website, wesleystuckey.com/class.

ATTENDANCE

Attendance and participation is mandatory. Arrive on time to the start of each class and after each break. Students who have the equivalent of more than 3 absences are no longer eligible to earn credit for the course.

STUDENTS WITH EXTENDED ILLNESS OR CAUSE FOR LEGITIMATE ABSENCE

In the case of extended illness or other legitimate absences that may keep the student from attending a class for more than three meetings, students must contact the Student Development Specialist in the Division of Student Affairs so that instructors can be notified. Graduate students must contact the instructor, program director, and the Office of Graduate Studies. Students in art education or professional studies programs must contact the Dean for the Center for Art Education or the Dean of the School for Professional and Continuing Studies, respectively. The appropriate administrator will facilitate a conversation with faculty to determine whether the student can achieve satisfactory academic progress.

ADA

Any student who feels s/he may need an accommodation based on the impact of a disability should contact their instructor privately to discuss specific needs. Please contact the Learning Resource Center at 410.225.2416, in Bunting 458, to establish eligibility and coordinate reasonable accommodations. For additional information please refer to: <http://www.mica.edu/LRC>

TITLE IX ACCOMMODATION

Maryland Institute College of Art seeks to provide an environment based on mutual respect that is free of bias, discrimination and harassment. If you have encountered sexual harassment/misconduct/assault we encourage you to report this. Disclosures made to faculty must be reported to the Title IX Coordinator, Title IX Deputy Coordinator, or Title IX Specialist. Disclosures made by students in course assignments are not exempt from mandatory reporting. If you require academic accommodations due to an incident involving sexual harassment or discrimination, please contact Student Affairs at 410.225.2422 or Human Resources at 410.225.2363.

EXPECTATIONS

All stages of each assignment are expected to be completed on time—the more developed your ideas and form are in class, the more feedback can be offered. Assignments are due at the beginning of class and must be cleanly completed and ready for presentation. Participation in critiques is essential. Email critiques will not be provided for students who miss class.

HEALTH + SAFETY

It is the responsibility of faculty and students to practice health and safety guidelines relevant to their individual activities, processes, and to review MICA's Emergency Action Plan and attend EHS training. It is each faculty member's responsibility to coordinate with the EHS Office to ensure that all risks associated with their class activities are identified and to assure that their respective classroom procedures mirror the EHS and Academic Department guidelines. Each of these policies and procedures must be followed by all students and faculty. Most importantly, faculty are to act in accordance with all safety compliance, state and federal, as employees of this college and are expected to act as examples of how to create art in a way to minimize risk, and reduce harm to themselves and the environment. Faculty must identify, within each art making process, and require personal protection equipment use, by each student for each class, when applicable. Students are required to purchase personal protection equipment appropriate to their major. Those students who do not have the proper personal protection equipment will not be permitted to attend class until safe measures and personal protection is in place.

GRADING SCALE

- A+ I wish that I had designed that!
- A Excellent work, beyond expectations.
- A- Very, very, very good.
- B+ Solid, sincere, and acceptable.
- B Not bad but could be better.
- B- Issues with concept, follow-through, clarity, process, lateness
- C> Design may not be your thing.

GRADES

Three latenesses reduce the course grade by one full grade.
Three unexcused absences earn an F for the course. Grades are based on the quality of concept and design, willingness to revise and refine, care and craftsmanship, and presentation and participation in critiques and discussions.

PLAGIARISM

Each discipline within the arts has specific and appropriate means for students to cite or acknowledge sources and the ideas and material of others used in their own work. Students have the responsibility to become familiar with such processes and to carefully follow their use in developing original work.

POLICY — MICA will not tolerate plagiarism, which is defined as claiming authorship of, or using someone else's ideas or work without proper acknowledgment. Without proper attribution, a student may not replicate another's work, paraphrase another's ideas, or appropriate images in a manner that violates the specific rules against plagiarism in the student's department. In addition, students may not submit the same work for credit in more than one course without the explicit approval of all of the instructors of the courses involved.

CONSEQUENCES — When an instructor has evidence that a student has plagiarized work submitted for course credit, the instructor will confront the student and impose penalties that may include failing the course. In the case of a serious violation or repeated infractions from the same student, the instructor will report the infractions to the department chair. Depending on the circumstances of the case, the department chair may then report the student to the Office of Academic Affairs, which may choose to impose further penalties, including suspension or expulsion.