

University of Arkansas - Fort Smith
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General Syllabus

GRDS 4313 Identity Design

Credit Hours: 3 Lecture Hours: 2 Studio Hours: 4

Prerequisite(s): Senior standing, GRDS 3323 Production Management/Prepress, GRDS 3273 Motion Design, GRDS 3403 Advertising Design I, and GRDS 3603 Packaging Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Introduces the student to projects and issues involved with branding and creating a complete corporate identity, including logo, letterhead and business cards, interior and exterior sign systems, copy writing, advertisement, collateral material, brochure and/or annual report, and rationale. Production and printing issues encountered are also addressed. Projects involve collaboration, problem solving, and deadlines.

B. Additional Information

Identity Design is a studio course meeting two days a week, three hours per meeting. It is designed to introduce the student to graphic design issues as they relate to branding and corporate identity. Assignments are based on design concerns related to the production of corporate identity. Studio assignments are given and are accompanied by individual assistance. This course is considered important as advanced work for the graphic design program and is a prerequisite for the graphic design senior thesis class.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. List and define terms and issues concerning logo design.
2. Create an extensive branding campaign.

3. Write rationales, and the produce a process folder and style guide for the branding campaign.
4. List and define various production issues (prepress, digital and social media) relating to branding.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills

Problem solving is one of the main focuses of the graphic design industry. Students will be required to define and research the problem, generate a number of possible solutions, and finally execute the best solution to the problem based on the information at hand.

Communication Skills (Written and Oral)

Various visual and verbal methods of communication are required for this course, from thumbnail and sketches, to the completed job. Students will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously learned in regards to design, layout, color, typography, and software.

Ethical Decision Making

Professional behavior is mandatory in this course. Students will model professional behavior including reliability, empathy, self-control, friendliness, generosity, cooperation, helpfulness, and respect. Students will accept and deliver criticism with compassion and confidence.

III. Major Course Topics

- A. Logo design
- B. Branding
- C. Rationale writing, process folder and style guide production
- D. Production issues (prepress, digital and social media) relating to branding