

University of Arkansas – Fort Smith
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General Syllabus

GRDS 4313 Identity Design

Credit Hours: 3

Lecture Hours: 2

Laboratory hours: 4

Prerequisite: GRDS 3323 Production Management/ Prepress, GRDS 3603 Packaging Design, or consent of instructor.

Effective Semester: Summer I 2010

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. Demonstrate proficiency in the execution of an identity design package.
3. Demonstrate proficiency in the writing of rationales and production of style guides for the identity design package.
4. List and define various prepress and printing issues relating to identity design

B. University Learning Outcomes

This course enhances student abilities in the follow areas:

Analytical Skills

Problem solving is one of the main focuses of Identity Design. All course exercises and examinations require the student 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

The student will use various visual methods to communicate his/her solution to the assigned problems, in the form of thumbnails, sketches, and finally, corporate identity branding. They will clarify information presented by asking specific questions regarding the projects assigned. They will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously earned in regards to design, layout, color, typography, and software.

Technological Skills

The student will execute various projects assigned using design software used in the package design field. The class reinforces computer skills obtained in previous courses. Students must be fluent in elevated levels of page layout, photo editing and illustration software to successfully complete this course.

Ethics

Professional behavior is mandatory in this course. The student will always display empathy, self-control, friendliness, generosity, cooperation, helpfulness, and respect in the classroom. Critiques are also mandatory, and as a result, the student will accept and deliver criticism with compassion and confidence.

III. Major Course Topics

1. Logo design
2. Identity design
3. Rationale writing and style guide production
4. Prepress and printing issues relating to the identity design package