

## SYLLABUS FOR VISC 405

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A brand's visual identity expresses an organization's big idea of what it is, how it lives in the world, who it serves and why. Simply put, it identifies, explains and persuades. A visual brand identity needs to engage and communicate to specific audiences while differentiating the brand from its competition. This class will explore the creation of brand identity elements such as logos, icons and symbols, as well as how these can be organized into a "system of parts" that can communicate across multiple applications. Additionally, logo, symbol and iconography workflow and methods of brand identity ideation and conceptualization will also be explored.

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### ONLINE RESOURCES

**Lynda.com:** with a Lawrence Library Card you have free access to Lynda.com  
go get a library card! link to access: <https://lplks.org/online-resources/>

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### GENERAL ADVICE

In order to get the most out of your education and grow as a young design student, you will need to engage in the course work proactively with a serious attitude and a willingness to work beyond just doing what is asked. Work hard and challenge yourself, you learn by doing. Design is a very competitive profession, but it is also a very rewarding one and all design courses are taught with that mindset. Students are expected to work hard, every day, not just for good grades but for the growth that the work brings and the skill development that comes with it.

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### PROJECT EVALUATION PROCEDURE

**50% Process:** includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. More than just one idea explored, prepared for class and critique participation. I will keep track of your process.

**PROCESS BOOK** will be handed in with each project. The process book contains ALL your sketches, refinements, notes... from the project. Directions will be given specifically for each project. It should be organized, neat and professional.

**40% Product:** comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.

**10% Craftsmanship:** presentation of final, neatness, precision, technical proficiency, appropriate materials. Poor craft can reduce a project grade by 1 full grade. You are learning to be professional and craft is a large part of being professional. (most of you will get an F in craft the first time around)

#### Levels of Performance

A	superior / exceeds expectations
B	good
C	satisfactory / meets expectations / work up to expectations but not beyond
D	weak
F	unacceptable

Completing the minimum requirements outlined on an assignment sheet qualifies as "C" level (or average) work. Work that exceeds minimum expectations will earn higher points in the "B" range, work that is exceptional earns an "A".

Conversely, work that does not meet the requirements for the project will earn a lower grade than “C”. The degree and quality of effort with which a student engages in the different criteria (above or below the minimum requirements) for each assignment determines how well they do.

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## **LATE PROJECTS**

All projects and assignments are due on the date set by the instructor. Late projects will be penalized by lowering the project grade by one full letter grade for each day that it is late. Late projects will not be accepted beyond three days after the original due date.

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## **EXPECTED WORKLOAD**

The minimum standard workload for courses at the University of Kansas entails a ratio of at least 2 hours of outside-of-class work per week for each credit hour. For instance, a typical 3-credit-hour course at KU features at least 6 hours of outside-of-class work each week.

In order to provide impactful training and prepare students for the rigor of professional work, courses offered by the School of Architecture & Design often exceed that minimum standard. Students can anticipate 3 or more hours of outside-of-class work per week for each credit hour. This means that a 3-credit-hour course offered by the School of Architecture & Design usually features at least 9 hours of outside-of-class work each week. Variability certainly exists due to student aptitude, instructors' pedagogical strategies, and other factors, though these guidelines can be trusted as a general rule.

Because of the intense workload of our courses, we recommend that students avoid extracurricular engagements (e.g. a job) that would constitute more than 10-15 hours per week. We also recommend that students live within the city of Lawrence if possible, since an extended commute to campus has proven exceptionally challenging for students in the past. We realize that isn't always possible, and your academic advisor may be able to help you find a healthy balance! Please contact your academic advisor if you have questions or concerns about your workload.

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## **PROFESSIONALISM AND PARTICIPATION**

Design is a collaborative profession. Clear verbal skills are important in communicating one's ideas to clients and Design team members, and professional conduct can have a significant impact on the ability of a Designer to succeed. Because of the importance of professionalism in communication and conduct, students should maintain themselves according to the following guidelines:

Attend each session of class in its entirety.

Come prepared to present their concepts, discuss how the form of their design supports their concept, and describe how they arrived at their ideas.

Participate in critiques and discussions with a spirit of mutual respect. Providing comments to one's peers is a privilege. Students will benefit from both giving and receiving feedback - one does not have to “like” another's work, but must provide insightful commentary in a courteous and productive manner.

Maintain a positive and open-minded attitude.

Demonstrate self-discipline and eagerness to participate.

Consistently strive for the highest standards of quality in work and conduct.

Failure to abide by the guidelines and policy notes stated in this policy will lower a student's grade by one full letter grade or more.

## **CELL PHONE USAGE:**

Students are required to turn their cell phones off or on silent and refrain from browsing the web, using social media, checking email, text messaging, etc. during class, lectures, and demonstrations. Students may use these devices only during designated break times.

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## THE PURPOSE OF CRITIQUE

Critique is one of the most valuable parts of a formal design education. It is also one of the most difficult aspects of the design school experience. It is a collaborative activity that takes quite a bit of time to learn – both in terms of how to give feedback, and how to accept feedback. **READ:** <http://howtoocrit.com/index.html>

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## PLAGIARISM AND ACADEMIC MISCONDUCT

All work you hand in for this class must be made by you over the course of this semester exclusively for this class. All necessary and appropriate sanctions will be issued to all parties involved with plagiarizing any course work. Plagiarism and any other form of academic misconduct that is in violation with the University Senate Rules and Regulations will not be tolerated, and may result in failing the course, suspension from the department, or expulsion from the university.

The Department of Design's procedures for evaluating and addressing alleged academic misconduct is outlined here: <https://arcd.ku.edu/department-design-academic-misconduct-procedures>

### The School of Architecture and Design Policy on Misconduct

Academic misconduct by a student shall include but not be limited to: disruption of classes; threatening an instructor or fellow student in an academic setting; giving or receiving of unauthorized aid on examinations or in the preparation of notebooks, themes, reports, or other assignments; knowingly misrepresenting the source of any academic work; unauthorized changing of grades; unauthorized use of university approvals or forging of signatures; falsification of research results; plagiarizing of another's work; violation of regulations or ethical codes for the treatment of human and animal subjects; or otherwise acting dishonestly in research.

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## IMAGERY

It is important that you create your own imagery, or use imagery that belongs to the Public Domain, when you can't create your own imagery make sure you attribute where you found the images – add attribution to any Behance post you make that has imagery that you found on the Internet. Do not think that just because you found it you can use it. This is not a matter of finders keepers.

### Sources for Public Domain Imagery (you need to take time to search)

UpSplash: <https://unsplash.com/images/stock/public-domain>

Pixels: <https://www.pexels.com/public-domain-images/>

Flickr Commons: <https://www.flickr.com/commons>

Public Domain Review: <https://publicdomainreview.org/collections/>

Library of Congress: [oc.gov/collections/](https://oc.gov/collections/)

The New York Public Library: [nypl.org/research/collections/digital-collections/public-domain](https://nypl.org/research/collections/digital-collections/public-domain)

The Metropolitan Museum of Art (make sure the Open Access option is selected.)

The British Library: <https://www.flickr.com/photos/britishlibrary/albums>

National Archives: [flickr.com/photos/usnationalarchives/albums/72157630300235950](https://www.flickr.com/photos/usnationalarchives/albums/72157630300235950)

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## ATTENDANCE POLICY

Each class is a significant financial investment by each student, is based on sequential information and projects, and requires the full participation of each student. Each session of class missed or coasted through is a wasteful and impedes the student's ability to succeed in that class. For those reasons, students are required to attend classes in which they are enrolled and/or intend to enroll, must be on time for each session of class, and must remain in attendance for each entire session of class. Attendance will be taken at the beginning of each session of class.

In the event of any absence, students are responsible for obtaining all missed information, materials,

and assignments from the class period(s) during which they were absent. Students who are absent must complete all assignments by the due date originally assigned for the work.

For each class that meets twice per week, only three absences will be allowed for any reason during the course of a given semester. A semester total of four absences in a given class that meets twice per week will result in a penalty of one letter grade in that class. A semester total of five absences in a given class that meets twice per week will result in a semester grade of "F" in that class. In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion.

For each class that meets only once per week, only two absences will be allowed for any reason during the course of a given semester. A semester total of three absences for a given class that meets once per week will result in a penalty of one letter grade in that class. A semester total of four absences in a given class that meets once per week will result in a semester grade of "F" in that class. In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion.

A semester total of three "late" marks in any given class will be equivalent to one absence with respect to this policy.

In order to ensure that students are connected with support services at the university when appropriate, and to ensure that students are duly reminded of the possible consequences of continued truancy, instructors should submit an Absence Warning Form after two absences for a class that meets twice per week or after one absence for a class that meets once per week.

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## **ONLINE CLASSES / ZOOM**

In studio classes please have your video on and your audio muted. The video feed must be turned on during studio classes. If you have a reason why you can't turn on your video for a studio please discuss it with your professor before class starts.

You may want to use ear buds or a headset to hear better and block out any noise that maybe happening in your background

Feel free to ask questions by turning on your audio, raising your hand or post a question in the chat. If the professor misses any questions in the chat feel free to remind them to check or ask the questions by turning on the audio. The Zoom chat feature is a tool to make comments and ask questions without interrupting the speaker but be aware that your comments are public and are recorded in the minutes of the session. Be careful with using the private chat during class you could mistakenly send a message to the entire group so do not post unkind things in the chat. We can be critical of work but do not make it personal.

Treat a zoom online class as you would an in person class. Be on-time. Be prepared. Be dressed. Be aware of your background and lighting. Many will have to zoom out of the bedroom so try and make a space that is conducive to working and learning. Please be on a computer rather than your phone.

Lectures will be recorded. If you don't see the recording light on feel free to remind the professor to record.

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## **MEDICALLY-RELATED ABSENCES**

Because of the fast-paced, project-based nature of studio curricula, absences as the result of a medical condition will count in the same way as non-medical absences. Excessive absence for any reason, as outlined in this policy, are irreparably detrimental to a student's ability to succeed in our studio curriculum.

If a student is facing an extended illness, the student or their designee should contact the relevant instructor(s) as soon as possible to discuss ramifications of future absences and possible solutions.

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## RELIGIOUS HOLIDAYS

If any scheduled course meeting conflicts with mandated religious observance, the student must notify the instructor prior the day of the observance that the student will be absent.

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## ADA NOTE

If you have special needs as addressed by the Americans with Disabilities Act (ADA), please notify me immediately so that appropriate accommodations can be provided

### Academic Support

Students who have a documented disability as defined under the Americans with Disabilities Act (ADA) can register with the University Academic Support Center (UASC) if they would like to request accommodations. Requests for any accommodations should be filed through the UASC prior to the start of classes or very shortly thereafter. Requests for accommodations are most effective when submitted prior to beginning or immediately after beginning a class. More information regarding requests for accommodations is available at <http://access.ku.edu/>

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## NONDISCRIMINATION

The University of Kansas prohibits discrimination on the basis of race, color, ethnicity, religion, sex, national origin age, ancestry, disability, status as a veteran, sexual orientation, marital status, parental status, gender identity, gender expression, and genetic information in the university's programs and activities. Retaliation is also prohibited by university policy. Please contact the University's Title IX Coordinator at the Office of Institutional Opportunity & Access (IOA) with any inquiries in this regard. To report discrimination or if you need guidance on discrimination concerns, please call IOA at 785.864.6414. If you need guidance on discrimination concerns or wish to report discrimination, please note the guidance and process outlined here.

The Chair of the Department of Design is also always available to speak with you and assist you through this process.

Call 911 for emergencies or the Public Safety Office for non-emergencies at 785.864.5900. KU Crime Stoppers is also available at 785.864.8888.

## SUPPLIES

Students will be expected to present their work in a professional manner. Quality tools and materials should be considered as an investment in one's future. Please don't purchase all at once in advance. If materials are needed in class we will do our best to let you know a class period in advance.

- Dropbox OR GoogleDocs
- notebook for class notes and assignments (bring to every class)
- box of binder clips (medium size)
- tracing paper (pad or roll min.12 inches wide)
- self-healing mat to cut on in class (not too big not too small)
- push pins (always bring to class)
- fine and thick nibbed markers for sketching
- transparent tape
- white paper tape or masking tape
- steel ruler with cork back (18 inches) AND a heavy ruler at least 24 inches
- x-acto knife with #11 blades

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## CONCEALED CARRY

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy. Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the constant control of the carrier.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.

#### STUDIO CLASSES

These courses take place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university KU School of Architecture & Design's lockers are not does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

#### LABS, SHOPS AND WORKSHOPS

Coursework in labs, shops and design-build courses takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended. Course-related activities require use of equipment and physical movements that may reveal the presence of a concealed handgun.

Students who choose to carry a concealed handgun must review and plan each day accordingly, and if they cannot adequately conceal a handgun on their body, are responsible for making alternate arrangements as necessary before arriving to the workspace. The KU School of Architecture & Design's lockers are not appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

\*For more information on the law, safety, resources and FAQs the Provost's Office and KU General Counsel have prepared <http://concealedcarry.ku.edu>.