



# Syllabus

## CORPORATE IDENTITY 31224

**INSTRUCTOR:** Emily G.A. Moody  
**PHONE:** 404.513.4207  
**EMAIL:** egamoody@hawaii.edu  
**WEBSITE:** superfinedesign.net/kcc

**CLASS HOURS:**  
Tuesday & Thursday  
6:00–8:30  
Kopiko 202

**OFFICE HOURS:**  
Tuesday & Thursday  
4:30–6:00  
Kopiko 202

### COURSE INFORMATION

6 hours lecture/lab per week

Prerequisite(s): A grade of a grade of “C” or higher in ART 125; and satisfactory completion of the Corporate Identity entrance portfolio review or acceptance into the Associate in Science degree in New Media Arts program.

*Comment: Letter grade and credit/no credit only. ART 129 may not be audited.*

ART 129 introduces the concept of creating conceptually and visually unified corporate identity collateral with effective branding and marketing guidelines through the development of print and Web design.

### COURSE OBJECTIVES/COMPETENCIES

Upon successful completion of ART 129, the student should be able to:

- Develop strong visual concepts to communicate a brand based on needs and purpose, by exploring effective corporate identity, branding and marketing guidelines.
- Design collateral materials using structural grid systems, modules and design principles to organize visual information such as photo, illustration, typography and white space, using design software.
- Apply knowledge of the theory, history, and principles of design and animation in the creation new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.

- Communicate effectively, both visually and verbally, by presenting work, defending design decisions and by participating as an active critic during group critiques.
- Produce a unified corporate identity brand through the design of printed and web collateral materials.

### METHOD OF INSTRUCTION

The method of instruction will include lectures, studio demonstrations, project development, individual instruction, in-class exercises, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions.

### EXPECTATIONS

Lectures, demonstrations and general class participation are an important aspect of this course. Your participation during critiques and exercises is expected. Lectures and related information will be given once—they will not be repeated. For unexcused absences, students need to make arrangements with fellow classmates or search the class website for content missed. Note taking during lectures and demonstrations is necessary. Due to the course load, you will be required to spend time outside of class developing your projects.

You may check your email and work on other projects during breaks and open lab time—not during this class.

## ATTENDANCE

Each student is responsible for the material presented in class, therefore regular attendance is expected. In order to keep up with all lessons and the general pace of the class it is essential that you arriving promptly and remain for the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Three tardies will equal one unexcused absence. Consistent lateness and absences may result in a lower grade for the semester. If you are absent for medical reasons, please provide a note from your doctor or nurse. If there is a severe family problem, a long-term personal illness, or something else that may interfere with the course, please discuss this with me as early as possible so that we can develop a strategy.

If a student missed more than six classes, they will automatically fail the course.

## INSTRUCTOR ABSENCE

In the event of the instructor's absence, college policy requires students to wait 15 minutes before leaving.

## GRADING

You will be completing one semester-long project with a variety of deliverables. Class participation and professionalism are built into each phase of the class.

Brand Strategy .....	10%
Brand Assets .....	30%
Brand Execution .....	30%
Style Guide .....	20%

A: 90–100%    B: 80–89%    C: 70–79%  
D: 60–69%    F: 0–59%

A project sheet and rubric will be uploaded to the class website that corresponds to each project.

Missing a deadline will result in a full letter grade reduction for that project unless there is a valid medical reason or a family emergency.

Any student missing the final semester critique or not turning in a final project on time without prior permission will have a full letter grade taken off the final semester grade.

## STUDENT CONDUCT CODE

Every student is expected to be familiar with and abide by the UH System Student Conduct Code. The Student Conduct Code states: “The University expects students to maintain standards of personal integrity that are in harmony with the educational goals of the institution; to respect the rights, privileges, and property of others; and to observe national, state, and local laws and University regulations.”

View the Student Conduct Code Online here.

## DISABILITY SUPPORT SERVICES

Kapi‘olani Community College (KCC) is committed to a barrier-free campus and provides accommodations to ensure students with disabilities equal access to education. KCC agrees to make academic adjustments to ensure non-discrimination of students with disabilities. This commitment is in accordance with applicable state and federal laws, including the Americans with Disabilities Act, and Sections 504 and 508 of the Rehabilitation Act.

Under the Americans with Disabilities Act (Title II) and the Rehabilitation act of 1973-section 504 and 508, individuals with disabilities have protections against discrimination and are assured access to programs, services and activities. For more information see “Americans with Disabilities Act” and “Rehabilitation Act of 1973 – Section 504 or Section 508”.

Students must self-identify to the DSSO and complete the intake process before receiving reasonable accommodations for the first time. Students must formally request specific academic adjustments/auxiliary aids, provided as accommodations, and substantiate that request with supporting documentation. To ensure the prompt and effective provision of accommodations, students should contact the DSSO as early as possible.

<http://www.kapiolani.hawaii.edu/campus-life/student-services/disability-support-services-office-dsso/>

## TITLE IX DISCLOSURE

Kapi'olani Community College (KCC) faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. To learn more about Title IX please visit KCC's Title IX Website: <http://tinyurl.com/titleixkapcc>.

Reporting: If a student chooses to confide in a faculty member or if a faculty member observes an incident regarding an issue of sexual violence, sexual harassment, domestic and intimate partner violence, stalking, gender-based discrimination, and gender-based bullying and hazing, faculty are required by federal law to report these issues to

- Dr. Brenda Ivelisse, KCC's Title IX Coordinator  
(808)734-9522, [kapvcsa@hawaii.edu](mailto:kapvcsa@hawaii.edu),  
'Ilima 205.

Confidentiality: If a student does not wish to formally report an incident to a faculty member, but wishes to speak to someone confidentially about any of the behaviors listed above, the student can speak to the confidential space counselors on campus:

- Cindy Melim, Mental Health Counselor  
(808) 734-9585, [cindymk@hawaii.edu](mailto:cindymk@hawaii.edu)  
'Iliahi 116
- Cathy Wehrman, Student Affairs Counselor  
(808) 734-9504,  
[cwehrman@hawaii.edu](mailto:cwehrman@hawaii.edu),  
'Iliahi 201.

If you have experienced or observed discrimination or harassment you may make a formal complaint by contacting the Title IX Coordinator, Dr. Brenda Ivelisse at (808) 734-9522. You may also report concerns online at <http://tinyurl.com/KCCconcern> or contact KCC security at 734-9900.

## NOTE

Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.