



Syllabus

CORPORATE IDENTITY
33705

INSTRUCTOR: Emily G.A. Moody
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CLASS HOURS:
Tuesday & Thursday
6:00–8:30
Kopiko 202

OFFICE HOURS:
Tuesday & Thursday
5:00–6:00
Kopiko 202

COURSE INFORMATION

6 hours lecture/lab per week

Prerequisite(s): ART125 with a grade of a grade of “C” or higher; satisfactory completion of the Corporate Identity entrance portfolio review or acceptance into a New Media Arts AS concentration.

Comment: ART129 may not be audited. Letter grade and credit/no credit grading only.

ART129 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 ART129, the student should be able to:

- Develop strong visual concepts to communicate a brand based on needs and purpose, 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 will also contribute to your final grade.

Brand Assets	200 points
Brand Execution	300 points
Style Guide	200 points
Class Participation	100 points
Total Semester Points	800 points

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 without prior permission will have a full letter grade taken off the final semester grade.

DISABILITY SUPPORT SERVICES

If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability so that we may coordinate the accommodations you need, you are invited to contact the Disability Support Services Office (DSSO) in `Ilima 107, ph.734-9552, or email kapdss@hawaii.edu for assistance. For students whose primary disability is Deaf or hard of hearing, contact the KCC Deaf Center in Manono 102, ph. 734-9210 (v) or 447-1379 (videophone).

Please note: you will need to contact Kapi`olani CC's DSSO or Deaf Center to request accommodations in a Kapi`olani CC course even if you've already registered or receiving services at another UH campus's disability support program.

STUDENT CONDUCT CODE

A college campus is a community with specific behavior expectations designed to allow all students, faculty, and staff to flourish. Please familiarize yourself with KCC's Student Conduct Code in the course catalog. You should know your rights and responsibilities on campus. The Student Conduct Code describes specific campus policies related to: drug and alcohol use, smoking, lethal weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination, and family privacy.

In all campus environments, Disruptive Behavior will not be tolerated. This means: any speech or action that (1) is disrespectful, offensive, and/or threatening; (2) interferes with the learning activities of other students; (3) impedes the delivery of college services; and/or (4) has a negative impact in any learning environment.

The instructor reserves the right to ask a student to leave the classroom at any point if a student exhibits behavior that is not in accordance with the KCC Student Conduct Code.

THIS CLASS IS A "SAFE ZONE"

Discriminatory or rude comments of any kind, particularly regarding gender, ethnicity, sexual orientation, or religion, will not be tolerated.

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.