

Brand Identity Graphic Design DeCal

Fall 2022

DES INV 198 (2 Units)

Wednesday 6:30pm - 8:00pm In person
Jacobs Room 10

Facilitators:

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Office hours by appointment
Sponsored by Emily Au

Course Description: This Decal is an in-depth exploration of what branding is and how it works, through the eyes of a designer. Each student will come up with a brand concept for a company/ business that's imaginary or real. Students will cultivate skills of conceptualizing and visualizing and learn the basic skills of graphic design as a means to make those ideas a reality. The course focuses on design as a tool to communicate. Students will learn about the conceptual elements of branding, and how to use graphic design tools like Adobe Illustrator and Photoshop as a valuable skill set that will help them in the future.

Key Learning Outcomes: By the end of the semester, students will be familiar with the fundamentals of graphic design and the ability to implement their skills in real-world situations. They will finish the course with their very own branding kit (logo, brochure, posters, business cards, social media, etc.) and the knowledge of how to create more. The branding kit can be used for portfolios, personal projects, business plans and more. We will also be going over useful design tools and resources to aid in their creation (Ai, Ps, Id, Figma, Webflow etc.)

Course Policies

Grading (P/NP) - 70 points for pass
Attendance and Participation (30 points)
Class Assignments - (6HW x 5 points)
Presentation (10 points)
Final project (30 points)

Attendance + Participation:

All students are expected to attend classes regularly and promptly and for the duration of the scheduled instructional time. Repeated unexcused absences may result in a grade of "NP" for the course. Be prepared with necessary materials such as a laptop and be present and productive the whole class time.

Course Structure

Each week, the class will be structured into two or three phases

a. Lecture & Workshops

Lecture will make up a heavy portion of the class. Lecture slides will be made available weekly for students to review and refer back to when doing the homework assignments.

Collaborative workshops based on the lecture will also be held to help reinforce the design concepts/methods taught and promote an immersive learning experience.

b. In-Class Critique

Critique is an essential component of the class and all class members are expected to be attentive, respectful participants. These discussions will work to help you in accepting feedback while learning to speak critically about peer work. Remember, there are no 'make-up' days for your presentation, so be ready - prepare yourself for adequately

scheduling your preparation. Critique is not about receiving or giving negative feedback,

rather it is a great opportunity to hear what the audience feels about your design. Use it for enlightenment and incorporate them into your design (if you like)!

c. Work Time/Design Sprints

When there is less content to be shared, there will be allocated work time for you to work on your brand. Additionally, there will be design sprints throughout the semester to apply the design concepts you have learned!

Assignments

Assignments will be announced each week in class, along with the readings needed. If you are unclear about assignments, ask one of the facilitators during class. If there are any assignments, each student must submit their work before the next class time via email.

Academic Integrity

Any work submitted should be your own creation and produced uniquely for this class (it should not have been submitted for credit in another course). However, just like the saying "Bad Artists Copy; Great Artists Steal," learning from great artists/designers is welcome. As a matter of fact, you are encouraged to do so!

Course Readings

All course readings, articles, and videos will be emailed out to students and no fee is required.

Course Outline

[9/7/22] Session 1: Brand Basics

Lecture:

Introductions + Class Structure Mission, Vision, Values

Brand Strategy Mood boards

HW: Choose a brand to work on determining mission, vision, value and positioning, and to create moodboards using pinterest for what ideas you have for your identity.

Reading:

“Let’s Talk About How to Build a Brand” by Felicia Sullivan and “The power of consistency in branding design” by Darian Rosebrook

<https://medium.com/s/how-to-build-a-brand/lets-talk-about-how-to-build-a-brand-543b2dfbc4f5>

<https://read.compassofdesign.com/the-power-of-consistency-in-branding-design-3768c0d3a2dc>

[9/14/22] Session 2: Brand Styles and Logo Design

Critique: Sharing session for chosen brand Lecture:

Brand Style Stylescapes Rebranding

Logo Design Lecture Types of Logos

HW: Create 3 style scapes using pictures from moodboard, and sketch 30~ ideas for logo thumbnails, 10 for each style scape. Watch AI tutorials if needed or practice with the pen tool <https://bezier.method.ac/>.

Reading: “What Makes a Great Logo” by Jeff Davidson
<https://medium.com/swlh/what-makes-a-great-logo-c7b0e8c4b9e3>

[9/21/22] Session 3: Graphic Design Principles Critique: Stylescapes + Logo in small groups Lecture:

Fundamentals of Graphic Design Lecture (Gestalt, Typography) Competition: Logo Design Day!

HW: Choose a style scape, and create 20 more monochrome logos.

[9/28/22] Session 4: Color

Critique: Rough Draft Logo Lecture:

Color Psychology & Schemes Resources

Illustrator demo: digitizing logo + shape-builder + pen tool

HW: Choose three logos and three color palettes, and present your logos black and white, and in those three color palettes.

Reading: “How to Write an Artist Statement” by Sarah Hotchkiss

<https://thecreativeindependent.com/guides/how-to-write-an-artist-statement/#statement>

[10/12/22] Session 5: Demos

Critique: Final logos Lecture:

Illustrator demo: tips and tricks (color modes, bleed, effects!) Photoshop demo: mockups

Figma demo: Collaboration

HW: Finalize logos, and color palettes, and brainstorm business cards/posters ideas using pinterest.

Reading: How to Design the Best Business Cards (by Inkbot Design) and poster inspiration (by Collect UI)

<https://medium.com/@inkbotdesign/how-to-design-the-best-business-cards-tips-advice-60f6278534c1>

<https://medium.com/collect-ui-design-ui-ux-inspiration-blog/poster-design-inspiration-february-2018-26581a6bd164>

[10/19/22] Session 6: Composition

Lecture:

Composition: Hierarchy, Layouts, Principles Business Card design
Poster Design

Studio: Sketching out ideas

HW: Research, find inspiration, sketch, and business card ideas for your brand. Then, create three business card designs (each with a different direction style) using illustrator.

[10/26/22] Session 7: Supplementary Design

Critique: Business card Competition: Poster Design Day Studio: Edits / Questions

HW: Make final edits to your business card from the critique, and create 1-3 poster designs. Then mock one or both (poster & card).

[11/2/22] Session 8: Supplementary Brand Knowledge

Critique: Poster Critique Lecture:

Copywriting

Illustration Iconography Photography

HW: Clean up your poster and business card designs, mock them up if you haven't already.

[11/9/22] Session 9: Communication Design

Lecture:

Presenting your work Communication Design

Assets Deep Dive (Sticker, Web, Apparel, Advertising, Environmental, Packaging, Print) Studio:

Sketching ideas

HW: Create one asset and mock it up.

[11/16/22] Session 10: Accessibility

Critique: First Asset Lecture:

Brand Accessibility Creative Inspiration

Competition: Design Challenge HW: Make a second asset.

[11/23/22] Session 11

Critique: Second asset

Lecture: Figma, InDesign demo

Studio: Continue working + ask for help HW: Make a third asset

[11/30/22] Session 12

Critique: Third asset

Lecture:

Presenting your work Portfolio Design

Studio time: Utilize this time to ask your peers and facilitators questions.

HW: Print assets of your choice, finalize and organize all items in your brand identity kit for digital portfolio.

[12/7/22] Session 13 RRR Week

Gallery Day! All students will share their creations and we will have our final critique.

Disclaimer: Items on the schedule are subject to change. Readings to be further elaborated on.