



CAPILANO UNIVERSITY

COURSE OUTLINE			
TERM: Summer 2020		COURSE NO: IDES 249	
INSTRUCTOR:		COURSE TITLE: Brand Identity	
OFFICE: LOCAL:		SECTION NO(S):	CREDITS: 3.0
E-MAIL:			
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

60 hours classroom instruction + 30 hours supervised studio work over 15 weeks.

COURSE PREREQUISITES

None

CALENDAR DESCRIPTION

This course introduces students to the field of brand identity by following the process of a branding assignment as it would typically be handled in a design studio or advertising agency. Students are guided through the process from creative brief through strategic framework to logo development and design of a variety of marketing materials. Presentations are conducted in a simulated "real world" environment.

COURSE NOTE

IDES 249 is equivalent to IDEA 246. Duplicate credit will not be granted for this course and IDEA 246.

REQUIRED TEXTS AND/OR RESOURCES

None.

Recommended texts and/or resources

Details on recommended texts and readings, if any, will be supplied by the instructor.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- define brand and brand identity;
- identify the contexts for brand development;
- describe the systems that build brand identity;
- conduct research and implement brand strategy for the design of brand identity;
- design a brand identity and create relevant collateral;
- describe the trademark process and discuss copyright issues; and
- present a comprehensive brand identity project using industry standard methods.

COURSE CONTENT

Week	Content/Lecture	Assignments	Due
Week 1	Introduction. Lecture: The importance of branding, key branding terms and tools. Case study 1: Brand development from start to finish. In-class exercise.		
Week 2	Lecture: Competitive analysis; understanding the competitive field and identifying brand opportunities for selected company.	1. Competitive Analysis	Week 3
Week 3	Lecture: Brand blueprints; setting the foundation for the design process. Understanding how an organization's vision, values and culture informs brand strategy.	2. Brand Blueprint	Week 4
Week 4	Lecture: Mood boards; bringing the brand blueprint to life. Case study 2: Designer Melanie Lu's moodboards.	3. Moodboard	Week 5
Week 5	Class presents projects 1, 2, and 3 to classmates as a single united PDF presentation. All should be aligned and form a solid written and visual foundation for selected brand to be built on.		

Week	Content/Lecture	Assignments	Due
Week 6	Lecture: How to create a distinctive, strong, relevant logo.	4. Logo Design	Week 8
Week 7	Lecture: Logo presentations and brand books. Case study 3: Steve Nash logo design and client presentation.	5. Logo presentation that functions as brand book.	Week 10
Week 8	In-class work on project 5.		
Week 9	Lecture: Trademark & Copyright. In-class work on project 5.		
Week 10	Lecture: Collateral: how to develop relevant marketing materials that will connect the selected brand with a specific target market.	6. Brand Collateral	Week 15
Week 11	Lecture: Logo re-design: tweaking vs. complete re-design of a logo; what considerations to take into account. Case study 4: Moneymart logo re-design and client presentation. In-class work on project 6.		
Week 12	Guest lecture: Brand building in-class work on project 6.		
Week 13	In-class work on project 6.		
Week 14	Class to present projects 4, 5, and 6 to classmates in a "real world" setting as a single, client-ready, pdf presentation.		
Week 15	Review		

EVALUATION PROFILE

Project 1	10%
Project 2	15%
Project 3	15%
Project 4	10%
Project 5	15%
Project 6	20%
Participation	15%
Total	100%

Participation

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

If a course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements have been made with the instructor.

Missed Exams/Quizzes/Tests etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant by email if a class will be missed.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class time for course-related purposes only.

On-line Communication

Instructors and students should communicate using their official Capilano University addresses.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

PROGRAM OPERATIONAL DETAILS

Punctuality/Penalties for Lateness

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

Professional Behaviour

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures, and should be receptive to constructive criticism of their work.