

## COURSE OUTLINE

### **Art 136 Graphic Design Identity and Logo Development**

#### **Catalog Statement**

ART 136 focuses on the creation of logos for use as a distinctive symbol of a company, object, publication, person, service, or idea. Emphasis is placed on the basic graphic design principles of typography and color as well as overall layout, to create effective visual communication. The creation of portfolio level work is stressed throughout the course. During class critiques of assigned projects, the verbal and visual presentation skills necessary to communicate with future clients are a priority. Critiques focus on appropriate solutions, visual interest, and craftsmanship.

Total Lecture Units: 2.0

Total Laboratory Units: 1.0

**Total Course Units: 3.0**

Total Lecture Hours: 32.0

Total Laboratory Hours: 48.0

Total Laboratory Hours To Be Arranged: 0.0

**Total Faculty Contact Hours: 80.0**

Prerequisite: ART 135 or equivalent

Recommended Preparation: ART 132, ART 133 or equivalent, ART 134 or equivalent, ART 135 or equivalent.

#### **Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

- explain intermediate graphic design concepts;
- relate intermediate to advanced knowledge of graphic design layout software;
- demonstrate a functional understanding of design and printing standards;
- exhibit basic various problem-solving methods;
- create black and white illustration;
- identify digital image fundamentals;
- apply image importing methodologies.

#### **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- use logo design principles and historical influences within logo development;
- create a logo and usage system from an assessment of client needs obtained through successful client dialogue;
- use visual layout techniques within industry standard software to create and display logo identity projects;
- identify appropriate color usage within logo development;
- create typography appropriate for a logo identity;
- analyze image quality and determine necessary enhancements.

**Course Content**

**Total Faculty Contact Hours = 80.0**

**The History and Strategy of Logo Design (4 hours)**

Examination of ownership, origin and identity  
Historical timeline of logo development

**Logo Classifications (5 hours)**

Mark, trademark, and signature  
Wordmark, symbol, and monogram  
Culmination of identity systems  
Identity is not a brand

**Logo Development Strategies (4 hours)**

Visual answers and strategy  
Inspiration found within limitations  
Mnemonic value

**Logo Development Rules (4 hours)**

Pose a question  
Design for longevity  
Logo as the foundation of a system  
Design for a variety of media  
Designer and client roles, and maintaining a clear vision

**Logo Development Tools (5 hours)**

Typography  
Color  
Image Iconography  
Shape  
Hierarchy and scale

**Static versus changeable System Dynamics (3 hours)**

Consistency of concept  
Clarity of message  
Accommodating the client  
Flexibility for users

**Logos (3 hours)**

Rollout  
Anatomy of a standards manual  
Examination of case studies

**Vector Software within Logo Creation (4 hours)**

- Creation of typographic solutions
- Creation and control of color
- Creation of shape

**Laboratory Content (48 hours)**

- Development strategies (7 hours)
- Logo development tools (10 hours)
- Strategies for presentation and approval (8 hours)
- Balancing solutions for client and user (7 hours)
- Local and international application (6 hours)
- Building dynamic identity application (10 hours)

**Methods of Instruction**

The following methods of instruction may be used in the course:

- classroom lecture and demonstration;
- analysis of professional examples;
- instructor analysis of student work;
- peer analysis of student work;
- individual instructor-to-student assistance in the class.

**Out of Class Assignments**

The following out of class assignments may be used in the course:

- journal (e.g. examples of sketches, and any preliminary versions of the project as well as research on assigned topics);
- topic driven assignments (e.g. demonstration of logo development tools, system dynamics, logo development classifications and strategies).

**Methods of Evaluation**

The following methods of evaluation may be used in the course:

- topic driven assignments;
- critiques and evaluation of assigned projects;
- midterm;
- final logo design projects.

**Textbook(s)**

Gernsheimer, Jack. *Designing Logos: The Process of Creating Symbols That Endure*.  
New York, New York: Allworth, 2008. Print.  
11<sup>th</sup> Grade Textbook Reading Level. ISBN: 978-1-58115-6492.

**Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- develop solutions to assignments incorporating the critical elements of Graphic Design identity development;
- demonstrate knowledge and technical skill in Graphic Design software and concepts.