



Course Syllabus

Bethesda University of California

BETHESDA UNIVERSITY MISSION STATEMENT:

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

Course Number and Title: VD315 – Identity Design I

Semester: SP 2015

Professor: Eun Kyung Cha

Office: # 315

E-mail address/Phone: lesliehello@naver.com / 213-500-3042

Office Hours (Students may meet with their professor by appointment or during the following regularly scheduled office hours):

Day and Time:

Place:

Mon-Fri (9:00 AM- 12:00 PM)

Room # 315

1. RELATIONSHIP OF COURSE TO BETHESDA UNIVERSITY'S MISSION:

This course is offered in the Design Department to promote and support the Bethesda's mission of preparing Christians in their professional endeavors. It teaches students to understand and compare the connection between design and its modern day use in the professional field of brand and companies.

2. COURSE DESCRIPTION:

This course is specifically targeted toward offering insights and effectiveness of design in branding and identity for companies and organizations. It explores the history, purpose, and possibilities of corporate identity, as well as presenting the concept of experienced value and how it relates to visual design.

3. COURSE OBJECTIVES (STUDENT LEARNING OUTCOMES) After completing this course, students will have achieved the following:

Student Learning Outcomes	Assignments for Assessment
1) Students will be able to develop an understanding of the different components of a corporate identity and the designer's role in developing it	Analysis of comparisons pertaining different companies and their brands/logos
2) Students will be able to research, conceptualize, and sketch design ideas and present your work to the client	Project consisted of choosing own company and generating a final brand identity/logo for the company
3) Students will be able to design logos and cohesive brand identities for future careers	Project presentation

4. COURSE MATERIALS

1) Required texts

- (1) Alina Wheeler. ***Planning Design Branding***
- (2) Kevin Budelman. *브랜드 아이덴티티 불변의 법칙*
- (3) 한국 디자인 산업 연구센터. *문화 소통을 위한 통합적 아이덴티티 창출*

2) Recommended reading:

- (1) David Dabner. *Graphic Design School*
- (2) 심 낙훈. *스토어 아이덴티티*
- (3) 손 혜원. *브랜드와 디자인의*

3) Other Resources Helpful for the Course:

- (1) Sato gaciwa. *이 사람은 왜 정리에 강한가?*

5. COURSE REQUIREMENTS AND TIME ESTIMATES (at least 15 hours/credit):

Requirements	Time Estimate
Topic sketches / drawings	12
Project proposal	6
Concept design review	15
Projects submittal	12
Total Hours	45

6. GRADING INFORMATION:

1) Grading Scale

Letter Grade	Numerical Grade	Grade Points	Quality of Performance
A	95-100	4.0	Outstanding
A-	90-94	3.7	Excellent
B+	87-89	3.3	Good +
B	84-86	3.0	Good

B-	80-83	2.7	Good -
C+	77-79	2.3	Satisfactory +
C	74-76	2.0	Satisfactory
C-	70-73	1.7	Satisfactory -
D+	67-69	1.3	Poor
D	64-66	1.0	Very Poor
D-	60-63	0.7	Extremely Poor
F	59 or lower	0	Failure

2) Grading Rubric

Requirements	Points
Attendance	10
Participation	10
Topic drawing and sketch	10
Presentations	30
Projects	40
Total	100

Test policy: Tests must be taken on the assigned dates. Except in cases of medical emergency, make-up exams are not permitted without prior approval from the instructor.

7. INCOMPLETE POLICY:

All course work is due on the dates assigned. Students who fail to submit assignments on time will be subject to the course's late grading policy. In all other cases and unless otherwise stated by the instructor, all course work is due by 4:00 p.m. on the last day of the semester.

A grade of incomplete will only be awarded to students who cannot physically complete their course work by the last day of the semester due to an avoidable

situation such as a serious illness. In such cases, students must provide valid evidence of their condition. After a semester has ended it is no longer possible to request an incomplete. Incompletes will not be granted simply because of poor time management. Students who assume that an incomplete will be issued because they failed to finish their course work by the end of the semester will automatically receive a grade of F.

Incompletes must first be approved by the Academic Affairs office. To apply for an incomplete, students must fill out an incomplete-grade-request form and submit it to the office by Dec 2, 2015. After receiving approval from the office, the student must then obtain approval from his or her instructor.

8. ATTENDANCE POLICY: Attendance at BUC is mandatory! Students must regularly attend class and be prepared to participate in class discussions and activities. Be forewarned that three or more unexcused absences will result in an automatic fail, and all students are required to report to the admissions director after a second absence. Arriving late or leaving early every two times equals an absence, and missing one half of a class session will also be considered an absence. Students who are absent are responsible for contacting a classmate to learn of any missed assignments or changes in the course schedule.

9. ACADEMIC INTEGRITY: Plagiarism and cheating are unacceptable. Plagiarism is defined as the use of someone else's ideas, arguments or other original material without acknowledging the source.

10. COURSE PRAYER SUBJECTS:

- 1) Personal prayer requests
- 2) Group prayer requests
- 3) University prayer requests

11. COURSE SCHEDULE:

Week	Date	Class Topic	Reading	Assignments
1	Feb 25	Orientation		
2	Mar 4	Market research and oral report		Market research
3	Mar 11	Concept presentation		Concept project layout
4	Mar 18	Identify graphic element for concept		Idea sketch
5	Mar 25	Layout of graphic image with photography		Work with computer on idea sketches
6	Apr 1	Individual project work (one-to-one instruction)		Develop idea sketches
7	Apr 8	Ester Break		
8	Apr 15	Mid-term presentation		Display
9	Apr 22	New project concept presentation		Concept project layout
10	Apr 29	Identify graphic element for concept		Idea sketch
11	May 6	Layout of graphic image with photography		Work with computer on idea sketches
12	May 13	Processing with photographic image		Develop idea sketches
13	May 20	Editing photographic image		Develop idea sketches
14	May 27	Completing project		Make portfolio
15	June 3	Final editing of layout		Set up exhibition
16	June 10	Final presentation		Exhibition