

USC Iovine and Young Academy

*Arts, Technology and the Business
of Innovation*

IDSN 505: Intensive

Designing Brand Identity for Products

Units: 2

Spring 2023-March 25-26 and April 1-2-9:00am-5:00pm

Location: Online

Instructor: Steve Child

Office: HSH 101

Office Hours: by appointment

Contact Info: child@usc.edu

IT Help: <https://iovine-young.usc.edu/ait/index.html>

Hours of Service: 8:30am - 5:00pm

Contact Info: iyhelp@usc.edu, 213-821-6917

Course Description

Branding is important for every business, institution, or group that wants and needs to be recognized. Visual identity brings awareness, triggers perceptions and unlocks associations of the brand to the consumer. A company must ask and answer: Who are we? What do we stand for? Who are our consumers or tribe? What do they care about? How do they feel about our products? What do we want to say to them? How and with what voice do we want to speak to them?

“Products are created in the factory. Brands are created in the mind.”

—Walter Landor, founder of Landor Associates

Every company needs to differentiate itself from the competition and stand out in an increasingly crowded marketplace. Brand identity design is an essential piece in the full production and promotion of any product, whether physical, digital, or service related. Successful brand identities are visually and structurally unified and speak in an authentic and cohesive voice to their customers.

In this IDSN intensive, students will be given a comprehensive overview of the brand identity process, from the strategic research involved in positioning and structure of the brand project management, to the design conceptualization and its various applications. Students will work in teams to create an abbreviated style guide for a company. This will include creating a moodboard for inspiration within the target market, developing an appropriate logomark, choosing an expressive color palette as well as selecting a primary and secondary typographic personality.

Learning Objectives

By the end of the course, students will be able to:

- Know the 7 universal stages of problem-solving
- Understand and implement some of the steps of the branding design process
- Create a visual moodboard
- Analyze and write a strategy brief
- Apply both linear and lateral visual problem-solving methodologies
- Design one of the 6 types of logomarks
- Know fundamentals of the denotative, connotative, and hierarchical aspects of typography
- Understand and implement basic color theory methods
- Know various brand touchpoints and media platforms
- Create an abbreviated brand style guide
- Become aware of the social and ethical implications of brand design

Recommended Textbook for Further Study

Designing Brand Identity • Alina Wheeler

Grading Breakdown

Assignment	Points	% of Grade
All Projects		80
In-Class		10
Asynchronous		10
TOTAL		100

Grading Scale

Course final grades will be determined using the following scale

A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by $\frac{1}{3}$ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Fall 2022 addendum:

- Unless students provide an accommodation letter from USC’s Office of Student Accessibility Services (OSAS) or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.
- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can’t attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19.

USC Technology Rental Program

The university realizes that attending classes online and completing coursework remotely requires access to technology that not all students possess. If you need resources to successfully participate in your classes, such as a laptop or internet hotspot, you may be eligible for the university’s equipment rental program. To apply, please submit an [USC Technology Rental Program Application](#) .

HOW TO PURCHASE SOFTWARE AT THE DISCOUNTED ACADEMY RATE THROUGH THE USC BOOKSTORE:

The following first year software are now available for purchase **online** through the USC Bookstore at the Academy discounted rate:

Software	IYA Short-Term License at USC Bookstore
Adobe Creative Cloud	\$70 2022-2023 annual license
Apple Logic Pro	\$35 semester license
Solidworks	\$35 semester license
Apple Final Cut Pro	\$35 semester license

1. Visit the USC Bookstore online:
<https://www.uscbookstore.com/usciasoftware>
2. Select the software license(s) you would like to purchase.
3. When you proceed to checkout, add the Promo Code “IYASoftware” (This will override the listed taxes).
4. For shipping, select FedEx Home Delivery (free).
5. Once you complete your online purchase, you will receive a confirmation email/receipt. *(Note that even if a shipping charge appears on your invoice, it will not be charged to your credit card. This relates to a known technical problem with the Bookstore’s online store.)*
6. Upload your receipt [here](#) to receive access to your purchased license.
7. You will be notified by email when the license has been activated

Course Schedule: A Weekly Breakdown

WEEK	Topics/Daily Activities	Readings and Projects	Deliverable/ Due Dates
<p>Saturday Session 1 3/25</p> <p>DESIGNING FOR BRANDS INTRO</p> <p>MARKETPLACE + VISUAL RESEARCH</p>	<p>Syllabus + Introductions Expectations</p> <p>Lecture: Branding Essentials</p> <ul style="list-style-type: none"> • 7 Stages of the Design Process • 4 Stages of the Branding Process • Adjective Analysis • Overview of Branding • The Client relationship • The Strategy Brief • Visual Research <p>In-Class:</p> <ul style="list-style-type: none"> • Marketplace Research • Visual Research • Strategy Brief + Vision 	<p>PROJECTS Day 1:</p> <ul style="list-style-type: none"> • Marketplace Research Group Presentation • Branding Team Roles • Strategy Brief + Vision • Visual Research Boards Logos, Patterns, Photography 	
<p>Sunday Session 2 3/26</p> <p>LOGOMARK TYPOGRAPHY COLOR</p>	<p>Lecture: Branding Elements</p> <ul style="list-style-type: none"> • Signs, Symbols, Ciphers • 6 Types of Logomarks • Building a logomark Illustrator • Introduction to Typography Type Architecture Type Expression • Choosing a Color Palette <p>In-Class:</p> <ul style="list-style-type: none"> • Brainstorming Logos Session 1 + 2 • Type Exploration 	<p>PROJECTS Day 2:</p> <ul style="list-style-type: none"> • Project Management • Strategy Brief • Logo Dev Process 1+2 • Typographic Research • Color Palette 	
<p>Saturday Session 3 4/01</p> <p>LOGOMARK TYPOGRAPHY COLOR</p>	<p>Lecture: Brand Applications</p> <ul style="list-style-type: none"> • Using the Grid • Social Media Marketing 	<p>PROJECTS Day 3:</p> <ul style="list-style-type: none"> • Finalized Logomark • Color Applications • Brand Applications Physical + Digital • Design Layout 	<p>PROJECTS Day 2:</p> <ul style="list-style-type: none"> • Logo Dev Process 1+2 • Typographic Choices 1 • Color Palette
	<p>Working All Class</p>	<p>PROJECTS Day 4:</p>	

<p>Sunday Session 4 <i>4/02</i></p> <p>VISUAL SYSTEMS</p>		<ul style="list-style-type: none"> • Final Logomark • Color Applications • Brand Applications Physical + Digital <p>Final Project Group Presentations</p>	
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*Outline/schedule subject to change as needed

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University’s educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

Studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086
eeotix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

osas.usc.edu

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

ombuds.usc.edu

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-3340 or otfp@med.usc.edu

chan.usc.edu/otfp

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.