

APRD 5001 Brand Design 1

FALL 2017

Updated 08/02/2017

Syllabus

Instructors

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Meeting Time

Wednesday 1:00 p.m. – 4:00 p.m.

Office Hours

By appointment

Course Description

Great brands are built by storytellers. At the heart of a product, there's a meaningful message that speaks to the heart of it's audience. Branding is understanding the values beneath the surface. We will explore the critical intersections where creativity, technology, communication, business and ethics overlap. Learn and practice an iterative design methodology which leads to solutions in a multitude of creative disciplines. Discover the power of working in teams to achieve innovation.

Course Objectives

The key competencies taught in this course are:

User Empathy, introducing students to approaches, design research methods and implications of designing to meet the needs of other people than themselves;

Ethical Foundation, where each student defines their passion and explores what is meaningful to them;

Design Process, where a systematic approach to building a project are practiced;

Constructive Criticism, where projects are presented and discussed in a team setting;

Team Dynamics, where teams learn to work on a shared challenge;

Class Experience

Creativity is a skill that takes practice. This class consists of 5 projects which cause students to build facility around solving creative challenges in groups of various size. Each project builds on the previous, ultimately building stamina and strength around the creative process. Students will learn to provide and receive constructive criticism, and iterate on design challenges in a variety of media. Students will be required to keep an online process journal, which will be synthesized as a series of portfolio pieces.

Course Deliverables

Students in this course will come away with a set of tools to:

- Solve branding challenges in web design, print design and product design
- Utilize the power of branding archetypes
- Discover and communicate brand stories
- Create cohesive branding materials for organizations
- Work in teams of various size
- Give and receive constructive feedback
- Iterate on design
- Build a compelling online portfolio
- Speak confidently about branding, design, and creative solutions

Critiques

Your participation in critiques is an extremely important part of the course. Even if your project is not completed, it is required that you come to the critique to offer feedback on your classmates' projects.

Religious Observances

Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. In this class, you must let me know of any religious observances during the first week of class so that appropriate accommodations can be made in advance. See full details at colorado.edu/policies/fac_relig.html

Accommodations

If you qualify for accommodations because of a disability, please submit to your professor a letter from Disability Services in a timely manner so that your needs can be addressed (for exam accommodations provide your letter at least one week prior to the exam). Disability Services determines accommodations based on documented disabilities. Contact Disability Services at 303-492-8671 or by e-mail at dsinfo@colorado.edu. If you have a temporary medical condition or injury, see Temporary Medical Conditions: Injuries, Surgeries, and Illnesses guidelines under Quick Links at Disability Services website and discuss your needs with your professor.

Classroom Behavior

Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity and gender expression, age, disability, and nationalities. See policies at colorado.edu/policies/classbehavior.html and at colorado.edu/studentaffairs/judicialaffairs/code.html#student_code

Names

Class rosters are provided to the instructor with the student's legal name. Instructors will honor your request to address you by an alternate name or gender pronoun. Please advise each of your instructors of this preference early in the semester so that they may make appropriate changes to their records.

Discrimination & Harassment

The University of Colorado Boulder (CU-Boulder) is committed to maintaining a positive learning, working, and living environment. CU-Boulder will not tolerate acts of discrimination or harassment based upon Protected Classes or related retaliation against or by any employee or student. For purposes of this CU-Boulder policy, "Protected Classes" refers to race, color, national origin, sex, pregnancy, age, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation or political philosophy. Individuals who believe they have been discriminated against should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Student Conduct (OSC) at 303-492-5550. Information about the ODH, the above referenced

policies, and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at hr.colorado.edu/dh/

Creative Projects and Honor Code Violations

As specified in the University of Colorado Honor Code, resubmission (a.k.a. "double-dipping") or turning in the same paper or project for more than one class or assignment without permission from both instructors is a violation of the honor code. Additionally, collaborating with others on a paper or project that is supposed to be completed independently is not allowed.

honorcode.colorado.edu/student-information/what-violation

Honor Code

All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of this institution. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (honor@colorado.edu; 303-735-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including but not limited to university probation, suspension, or expulsion). Other information on the Honor Code can be found at:

colorado.edu/policies/honor.html and honorcode.colorado.edu

By enrolling, and remaining enrolled in this class, you signify your awareness and understanding of the policies contained within this syllabus and your agreement to conduct yourself in accordance with these policies.