



COURSE EXPECTATION LETTER

Subject:

Branding and Identity Design

Email Contact Information:

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Catalog Course Description:

This course is an exploration of Branding and Identity Design, a sub-discipline of Graphic Design. Topics include the research and development of Trademarks and Logos for clients, the Principles and Elements of Design, typography, color, shape stroke, illustration techniques, page layout design, as well as intermediate and advanced critical concepts and professional practices employed by Graphic Designers. This course includes portfolio building with an emphasis on professional standards. This course is for the student interested in a degree or certificate in Graphic Design and those interested in 2-dimensional design and layout applications employed as tools by Graphic Designers.

Student Learning Outcomes:

Upon completion of this course students will,

- 1) Use intermediate bit map and/or vector tools and menus within a bit map or vector-based design software program (Photoshop, Illustrator) to create Branding and Identity Designs.
- 2) Comprehend, understand and apply the Principles and Elements of Design as they relate to branding and identity design.
- 3) Research, conceptualize and render a branding and identity design solution for a client.
- 4) Use collegiate-level writing skills through written rationales explaining their branding and identity design choices.
- 5) Prepare and present finished branding and identity design work to an audience.

By logging into Canvas you affirm that you are the student who enrolled in the course(s) and are the person who will complete the assigned work. Furthermore, you agree to follow the regulations regarding academic integrity, personal identification and the use of student information as described in BP 5500 (Standards of Conduct) and AP 5520 (Student Conduct Procedures) which are the Rio Hondo College student conduct codes that govern student rights and responsibilities. You acknowledge that failure to abide by the regulations set forth in BP 5500 and AP 5520 may result in disciplinary action, including expulsion from the college.

This is **NOT** a self-paced course. There are firm deadlines in this class. There are assignments due on a regular basis. Please plan your time carefully!

Textbook: Please consult the Bookstore for information at (562) 463-7345 or go to [Rio Hondo College Online Bookstore](#)

Over the course of the semester there will be regular instructor student contact.

Methods of student contact include:

1. Daily instructor commentary on class discussions
2. Daily email updates and announcements
3. Individual feedback on assignments
4. Progress reports
5. Live office hours (online, phone and/or in person)
7. Student/instructor Q&A after each lecture via discussion

8. Individual communication via Canvas Course Messaging

The instructor may drop you for non-participation.

There will be a one to three business day delay after an add code is used before a student may be able to log on to Canvas.

For students new to online classes, it is highly recommended that you take the Online Orientation through our Online Education website. This will help explain what online classes are like and familiarize you with how the class is laid out. The orientation can be found at: <http://www.riohondo.edu/canvas-orientation/>

Email Responses: Instructors will make every attempt to respond to students in a timely fashion. Responses can take up to 48 hours before a response is received, excluding weekends and holidays.

Disability: A Student with a verified disability may be entitled to appropriate academic accommodations. Please contact your instructor and/or the [Disabled Students & Programs](#) office at 562-908-3420 for more information.

Modifications and Disclaimer: The instructor reserves the right to modify the content of the course or any course procedure. It is the responsibility of the student to keep apprised of all changes. If the student wishes to drop the class he/she is responsible for initiating the drop. Do not take it for granted that you will be dropped. If you stop working and do not drop the course, you may get an undesirable grade.

Additional Information: