GLENDALE COMMUNITY COLLEGE

COURSE DISCIPLINE :   ART

COURSE NUMBER :   136

COURSE TITLE (FULL) :   Graphic Design Identity and Logo Development

COURSE TITLE (SHORT) :   Identity & Logo Development

ACADEMIC SENATE DISCIPLINE: Art

CATALOG DESCRIPTION

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.

CATALOG NOTES

While on campus students will be using the Macintosh OS in the classroom and computer labs to complete projects. Students who are working from home can use a PC or Macintosh OS if the system has the necessary requirements to run current Adobe Creative Cloud software.

Total Lecture Units:2.00

Total Laboratory Units: 1.00

Total Course Units: 3.00

Total Lecture Hours:36.00

Total Laboratory Hours:54.00

Total Laboratory Hours To Be Arranged:0.00

Total Contact Hours: 90.00

Total Out-of-Class Hours: 72.00

Prerequisite: ART 135 (ART 135 can be taken concurrently). Recommended Preparation: ART 132, ART 133, or ART 134.

ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ART	135	Digital Publication Design	Explain intermediate level graphic design concepts;	Yes
2	ART	135	Digital Publication Design	relate advanced knowledge and understanding of graphic design layout software;	Yes
3	ART	135	Digital Publication Design	demonstrate a functional understanding of relevant graphic design, print and electronic publication (EPUB) standards.	Yes
4				explain the history of typography including major type families, designers, and style movements;	Yes
5				explain the rules, vocabulary and anatomy of type and letterforms;	Yes
6				practice the principles of typographic visual organization;	Yes
7				explore the impact of typographic solutions on visual communication;	Yes
8				develop an aesthetic appreciation of typography as both text and display;	Yes
9				discuss, critique and evaluate their own compositions, as well as those of their classmates.	Yes
10	ART	133	Digital Illustration	exhibit a basic understanding of various problem-solving methods;	Yes
11	ART	133	Digital Illustration	create a high contrast black and white illustration;	Yes
12	ART	133	Digital Illustration	create an illustration using values of black and white;	Yes
13	ART	133	Digital Illustration	create a one-color illustration;	Yes
14	ART	133	Digital Illustration	create a two-color illustration;	Yes
15	ART	133	Digital Illustration	create a multi-color illustration;	Yes
16	ART	133	Digital Illustration	define basic Illustrator tools;	Yes
17	ART	133	Digital Illustration	create and save new documents and artboards;	Yes
18	ART	133	Digital Illustration	create simple geometric shapes with Illustrator;	Yes
19	ART	133	Digital Illustration	create complex shapes using the pen and pencil tool;	Yes
20	ART	133	Digital Illustration	create and reshape paths;	Yes
21	ART	133	Digital Illustration	control various anchor points;	Yes
22	ART	133	Digital Illustration	control fill and stroke tools for basic color;	Yes

23	ART	133	Digital Illustration	create and control layers;	Yes
24	ART	133	Digital Illustration	create color gradients;	Yes
25	ART	133	Digital Illustration	create compound paths;	Yes
26	ART	133	Digital Illustration	create, style, and edit type.	Yes
27	ART	134	Graphic Design Foundations	explain foundation level graphic design concepts;	Yes
28	ART	134	Graphic Design Foundations	relate a functional knowledge and understanding of graphic design project creation;	Yes
29	ART	134	Graphic Design Foundations	outline a practical overview and understanding of client requirements;	Yes
30	ART	134	Graphic Design Foundations	delineate a functional understanding of relevant graphic design standards	Yes

EXIT STANDARDS

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

STUDENT LEARNING OUTCOMES

1   develop solutions to assignments incorporating the critical elements of graphic design identity development
2   demonstrate knowledge and technical skill in Graphic Design software and concepts

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	The History and Strategy of Logo Design • Examination of ownership, origin and identity • Historical timeline of logo development	4	0	4
2	Logo Classifications • Mark, trademark, and signature • Wordmark, symbol, and monogram • Culmination of identity systems • Identity is not a brand	9	0	9

3	Logo Development Strategies • Visual answers and strategy • Inspiration found within limitations • Mnemonic value	4	0	4
4	Logo Development Rules • 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	4	0	4
5	Logo Development Tools • Typography • ColorImage Iconography • Shape • Hierarchy and scale	5	0	5
6	Static versus changeable System Dynamics • Consistency of concept • Clarity of message • Accommodating the client • Flexibility for users	3	0	3
7	Logos • Rollout • Anatomy of a standards manual • Examination of case studies	3	0	3
8	Vector Software within Logo Creation • Creation of typographic solutions • Creation and control of color • Creation of shape	4	0	4
9	Development strategies	0	7	7
10	Logo development tools	0	12	12
11	Strategies for presentation and approval	0	10	10
12	Balancing solutions for client and user	0	7	7
13	Local and international application	0	6	6
14	Building dynamic identity application	0	12	12
				90

OUT OF CLASS ASSIGNMENTS

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

METHODS OF EVALUATION

1   topic driven assignments;
2   critiques and evaluation of assigned projects;
3   midterm;
4   final logo design projects.

METHODS OF INSTRUCTION

☑ Lecture

☑ Laboratory

☐ Studio

☐ Discussion

☐ Multimedia

☐ Tutorial

☐ Independent Study

☐ Collaboratory Learning

☑ Demonstration

☐ Field Activities (Trips)

☐ Guest Speakers

☐ Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Designing Logos: The Process of Creating Symbols That Endure	Required	Allworth		Print	Gernsheimer, Jack	978-1-58115-6492	2008