ARTD 310 - Syllabus

**IDENTITY SYSTEMS**

Semester: Fall 2020

Credit hours: 3

Date: TBA

Time: TBA

Location: TBA

**CONTACT INFORMATION**

Instructor: TBA

Office: TBA / Email: TBA / Phone: TBA

**Coastal Carolina University is an academic community that expects the highest standard of honesty, integrity and personal responsibility. Members of this community are accountable for their actions and are committed to creating an atmosphere of mutual respect and trust.**

**COURSE DESCRIPTION**

ARTD 310 Identity Systems. (3 credits) (prereq: BFA major only) An introductory course in visual identity system concepts. Using semiotics, color, typography and use of form applied to a variety of mediums. F.

**COURSE OBJECTIVES**

During this course students will:

* Analyze the historical significance of branding on modern society.
* Consider the psychology of shopper marketing and the impact branding has on consumer purchasing habits.
* Produce aspects of an identity system and how to apply them.

**STUDENT LEARNING OUTCOMES**

At the conclusion of this course the student should be able to:

* Identify and distinguish between an icon, index and a symbol and what is the signified and the signifier.
* Explain, critique and recall brand characteristics.
* Interpret between a brand identity system and a brand logo by accurately communicating terms learned through class instruction and provided readings.

**ATTENDANCE**

Students are obligated to attend class regularly. Absences, excused or not, do not absolve a student from the responsibility of completing all assigned work promptly. Students who miss assignments, announced quizzes, or other course work obligations due to excused absences will be allowed to make up the work in a manner deemed appropriate by the instructor. It will be the responsibility of the student to contact the instructor and make arrangements at the convenience of the instructor. The instructor is not obligated to allow a student to make up work missed due to an unexcused absence.

Absences will be excused for documented cases of:

* incapacitating illness,
* official representation of the University (excuses for official representation

of the University should be obtained from the official supervising the activity),

* death of a close relative, and
* religious holidays.

Department of Visual Arts policy dictates:

* THREE unexcused absences are the maximum without penalty
* After the FOURTH unexcused absence, the student’s final grade will be reduced by a full letter grade
* After the FIFTH unexcused absence, the student’s final grade will be reduced another full letter grade.
* After the SIXTH unexcused absence, the student will automatically fail the course

Late Work Policies/Make-up Work Policy: Work may only be made up if the instructor deems the absence excused. Such exceptions will be based on the above policy and the instructor’s discretion.

Class Attendance section Coastal Carolina University Catalog:

<https://www.coastal.edu/academics/catalog/>

**GRADING**

Evaluation of student performance in this course will be based on a system of points, with 500 total possible points for exercises, projects and exams as outlined below. Adjustments to the grading scheme, number of assignments, due dates, and overall course plan may be made as necessary.

A (90-100%) = Excellent

Superior performance, far above what can normally be expected from a student at this class level.

B (80-86%) / B+ (87-89%) = Good

Better than what can normally be expected from a student at this class level.

C (70-76%) / C+ (77-79%) = Average

What can normally be expected from a student at this class level.

D (60-66%) / D+ (67-69%) = Poor

Less than what can normally be expected from a student at this class level.

F (0-59%) = Failing

Unacceptable level of performance. Far below what can be normally expected from a student at this class level.

Fx = Failing

Assigned when failure occurs as a result of academic dishonesty.

**GRADING BREAKDOWN**

Project 1 - 100pts

Project 2 - 100pts

Project 3 - 100pts

Project 4 - 100pts

Midterm exam – 50pts

Final exam – 50pts

**Total = 500pts**