The Art Institutes

CREATIVITY for LIFE

COURSE SYLLABUS

Course:	GWDA282 VIRT1 / Collateral Design
Session / Year:	FALL
Instructor Name:	**Bruce Wynne-Jones**
Email Address:	**bwynne-jones@aii.edu**
Telephone:	469.706.0239 *(Text only and mention your name)*
Class Type:	**FLEX: On Campus & Online.** Includes two packaging projects: lectures, weekly assignments, inspiration packaging, branding, critiques/reviews, & discussions.
On Campus Class:	Dallas campus, room 323. Wednesdays 5:00pm – 9:00pm (Central Time)

Course Description: The role that collateral design plays in the support of advertising campaigns is introduced and developed. Students explore various collateral design techniques, direct mail, business-to-business, business-to-consumer, non-profit, trade, and social media. The process of multiple-presentation techniques and media formats are emphasized.

This class will include developing an **Integrated Brand Campaign** for an existing company or organization by starting with a creative brief and mood boards, then designing and executing up to four (possibly 5) different marketing pieces for the brand campaign. It will include one design piece from each of the marketing categories of print, digital, social, and guerilla marketing.

We will kick-off the first project in week 1, so it's important to attend my live class. If you are unable, then you are Required to watch the video recording once its posted.

Course Length:	11 weeks
Credit Values:	**3** credits

Estimated Homework: **8-10** hours per week

Quarter Credit Hour Definition: A quarter credit hour is an amount of work presented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established y the institution including laboratory work, internships, studio work, and other academic work leading to the award of credit hours

Course Competencies

Upon successful completion of the course, the student should be able to:

Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product

- Identify the purpose and function of the discipline of Corporate Identity
- Develop, analyze, design and deliver a comprehensive Corporate Identity system through the creation of Corporate Identity Graphic Standards Manual

Demonstrate the principles and effective solution and use of typography

- Apply professional use of typography to design project

Determine appropriate, research, concepts, materials, tools, media and skills to solve design problems

- Produce both thumbnail and computer renderings of a logo/logotype keeping in mind pre-press production processes
- Develop, through research and information analysis, a design brief that reflects and individual client's corporate profile
- Demonstrate professional proposal writing skills

Create design solutions that reflect global and cultural identities

- Identify, develop and produce an integrated brand solution

Create design solutions that reflect global and cultural identities

- Examine/understand the role of effective corporate identity in contemporary society.

Demonstrate typography applications using technology

- Distinguish between traditional and computer based type.
- Investigate alternative forms to digital type - readymade (found), altered, handmade as well as the design of typefaces
- Apply digital typographic solutions appropriate to the design goal

Course Pre/Co-requisites: GWDA252 Advanced Layout Design

Student Learning Outcomes

Upon successful completion of this course, the student should be able to:

Develop, analyze and refine creative concepts from initial idea as thumbnail sketches to final product

- Develop an awareness of concept building using the visual and written word
  Select and apply appropriate visual elements
- Create conceptual images to enhance the message of graphic applications
- Conceptualize and synthesize feeling and emotion through design
  Analyze and apply the critical thinking process to the design challenges of specific problems
- Apply critical thinking processes to specified assignments
- Investigate different solutions to the problem presented
- Use thumbnails to develop project concept
  Initiate creative solutions to graphic design challenges utilizing fundamental design principles
- Create a design solution that communicates a concept
- Explore non-traditional design options
- Articulate the relationship of content/form and typography

Required Prerequisite(s)
GWDA252 Advanced Layout Design

Required Text(s)
Brand campaign links, examples, and articles will be provided in the media categories of print collateral, digital, social, and guerilla marketing.

Required Technology
Good operating computer (Desktop/Laptop), Wi-fi, school email, Adobe Creative Suite, BrightSpace access

Grading Scale
All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

93 – 100%	= A	73 – 76%	= C
90 – 92%	= A-	70 – 72%	= C-
87 – 89%	= B+	65 – 69%	= D+
83 – 86%	= B	60 – 64%	= D
80 – 82%	= B-	0 – 59%	= F
77 – 79%	= C+		

Student Evaluation
You will have a strong roadmap for success with listed assignment tasks each week, deadlines, and examples provided that explain what is expected from you.

To be successful in the Class, it will require having a passion for design, a good attitude, strong communications, hard work, strong creative work, attendance, on time participation in the discussion areas, and meeting your weekly and final deadlines. *See below for more tips on how to be successful*.

• Classes & Attendance: Student attendance in the classroom or virtual is optional, but highly suggested for all students. However, if students do not attend either, they are REQUIRED to review the weekly class recordings as they are the class lectures. The live class recordings will be posted within 15 hours after each class under Learning Path-GTM Recordings.

• Posting Work: Post your work on-time and correctly in the discussion areas. Use the correct name and file type requested. Don't post files over 50MGS.

• Discussion Areas: You are required to post 2 comments/feedback per task on your class-mates work. Mention their name in the post along with quality suggestions or critiques. COMMENTS POSTED 24 HOURS AFTER THE PROJECT DEADLINE or WITH NO STUDENT NAMES LISTED WILL NOT BE COUNTED, AND YOU WILLNOT GET CREDIT (POINTS) FOR YOUR PARTICIPATION FOR THAT WEEKS GRADE(S).

Project Grading Criteria	Each week's assignments will be graded and posted. Part each week's grading criteria will include things like how well tasks were followed, quality of work, correct submission requirements, weekly participation in the discussion areas, plus others. A grading criteria chart will be provided on the assignment pages.
Grading Breakdown	Grade Breakdown: Project grades will be based on the below.

Packaging Project #1

WK 1:	Design Brief & Mood Boards	10%/100
WK 2:	Print Design (sketches)	10%/100
WK 3:	Print Design (graphics)	10%/100
WK 4:	Digital Ads (sketches)	7.5%/100
WK 5:	Digital Ads (graphics)	10%/100
WK 6:	Email Marketing	10%/100
WK 7:	Social Media (sketches)	7.5%/100
WK 8:	Social Media (graphics)	10%/100
WK 9:	Influencer/Referral Marketing	10%/100
WK 10:	Billboard/Guerilla Marketing	10%/100

Class Participation   5%/100
(*See participation breakdown and measurements on page 5)*

Total   **100%**

Late Work School Policy Guidelines (Please Read):
Grades for late work will be reduced (penalized) as noted below.

• **Work submitted after the deadline but before 7 days late** will be graded according to the grading criteria with deductions made to the timeliness criteria. Total deductions will be no more than 15% minus participation.
  - *Instructor will **deduct** missing participation points (from total points) PRIOR to taking off penalty percentage*
  - *A **10%** penalty will be applied for this class*

• **Submissions more than 7 days after the deadline** will be graded according to the grading criteria with deductions made to the timeliness criteria. Total deductions will be no more than 25% minus participation.
  - *Instructor will **deduct** missing participation points (from total points) PRIOR to taking off penalty percentage*
  - *A **20%** penalty will be applied for this class*

• **End of Term:** There is **No roll-over** or **late work** accepted after the stated final Week 10 deadline because of the end of the term and final grades will be due. If late work is submitted it will receive a "**0**" grade.

• **Tasks submitted late will not receive feedback from the instructor**

• This late work policy is active during the course and not after. No late work is to be submitted after the course is over

• If a student has extenuating circumstances, please contact the instructor to work out an alternate schedule moving forward

• Faculty/instructor has the discretion of what percentage of points they wish to take off for late work turned in during each week.

If the instructor "approves" of late work based on a student(s) circumstances, they will need to provide documentation. Required Documentation: Medical Excuse – Obituary/Program – Legal/Court Documentation – Military/Reserve Duty Assignment Paperwork or Schedule -- All request for a deadline extension must include one of the listed forms of documentation. You cannot pass this class turning work in late. Each week's work on the project builds upon the previous assignment. If you skip one assignment you have a good chance of failing.

Late Work School Policy Guidelines (Continued):

Faculty has the option to waive late points based on each student's situation, but this needs to be noted in the grade book. When taking the late point percentage off – the instructor must deduct the participation points from the total points PRIOR to taking off the percentage. The program policy is that all faculty will apply a 25% deduction minus participation for work submitted after the week is over.

Portal Issues

If any school portal goes down the instructor will work with students through different mediums like email, Dropbox, etc. until it is fixed and adjust any deadlines affected.

Students with Disabilities

The Art Institutes provide accommodations to qualified students with disabilities. The Office of Disability Support Services assists all qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institutes.
Students who seek reasonable accommodations should notify the Office of Disability Support Services via email at _aidisabilityservices@aii.edu or phone at (888) 719-8607 of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation(s). Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Regional Dean of Student Life for your campus. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment..

Course Attendance

Students taking online classes must log into the classroom to be counted as present. For online classes beginning on a Monday, the full attendance week is defined as beginning on Monday at 12:00 a.m. Mountain Standard Time (MST) to 11:59 p.m. MST the following Sunday. For online classes beginning on Thursday, the full attendance week is defined as beginning on Thursday at 12:00 a.m. MST to 11:59 p.m. MST the following Wednesday.

Weekly Class Topics, Assignments, and Deadlines

Under *Learning Path,* all weekly assignments and deadlines are explained in great detail, and I also go through each week on my Live virtual classes. Please ask if questions.

Academic Honesty

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Department Chair, or to another member of the University staff or administration immediately. Plagiarism includes taking words, ideas, or artwork from anyone else and   presenting it as your own or not citing properly in accordance with APA Style Guide.

Saving Work

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. **Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work**.

Reminders:
Students wishing to withdraw from a course must do so before week 4. Students wishing to drop a course without penalty must do so the first week of class.

Time on Task – Application of the Credit Hour Policy
The institution follows a Time on Task model for effective application of the Credit Hours Policy. It requires that the total amount of time spent by a student, including contact hours inside the classroom (instructional time) and student effort outside the classroom completing course assignments, remains the same in all formats, whether the course uses a face to face, online synchronous or asynchronous, flex (concurrent modalities) or hybrid delivery modes. Under this approach, a 3-Quarter Credit Hour class is equivalent to 94 hours of TOT (Time on Task); a 4-Quarter Credit Hour class is equivalent to 125 hours of TOT (Time on Task). The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

Library
The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop into the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

School Holidays
• Veteran's Day – Thursday November 11
• Thanksgiving – Thursday November 25
• Day after Thanksgiving – Friday November 26

Participation & Rules for Discussion Board Areas
Your participation in the class discussion areas is essential, and a way for us to engage with one another and learn from one another. To receive credit for "Participation" in the discussion areas you need to respond accordingly:
• You are required to provide 2 comments per task on your classmates work PRIOR to the project due date. Posting comments after is not helpful to other students and will not be counted.

• Mention the students name along with suggestions or critiques that are constructive to the design. It should be a minimum of 1-2 sentences. Share links, videos, or images to express your thoughts and illustrate your point. Comments like, *"I really like your designs"* is not helpful to other students.

• Be mindful of grammar, spelling, and punctuation.

• Post your comments No later than 24 hours after the week's assignment deadlines. COMMENTS POSTER AFTER or WITH NO STUDENT NAMES WILL NOT BE COUNTED, AND YOU WILL NOT GET CREDIT (POINTS) FOR YOUR PARTICIPATION FOR THAT WEEKS GRADE(S).

OVERALL CLASS PARTICIPATION: 5% of Overall Grade

Excellent
A (93-100)
A- (90-92)
Outstanding participation. The student is actively engaged in every facet of the class. He/She comes to every class session ready to engage in informed discussion bases on a thorough and critical reading of their homework assigned material (if applicable), and he/she maintains complete critical reading notes and brings it to every class session. The student makes extraordinary contribution to the class through consistently thoughtful, well focused, and original examples of design process, preparation, research, thinking, design execution and articulation of ideas and progress on projects. The student works collaboratively with his/her classmates and instructor and the student seeks assistance should he/she need it. The student misses <u>no</u> classes.

Very Good/Good
B+ (87-89)
B (83-86)
B- (80-82)
Good participation. Student is actively engaged in most facets of the class. He/She comes to every class session ready to engage in informed discussion based on a careful reading of the assigned material, and he/she maintains substantial number of critical reading notes and brings it to most class sessions. The student makes a solid contribution to the class through regular relevant and thoughtful comments, questions and examples. The student works collaboratively with his/her classmates and instructor and the student is likely to seek assistance should he/she need it. The student misses the maximum of one class.

Satisfactory
C+ (77-79)
C (73-76)
C- (70-72)
Average participation. The student is actively engaged in some facet of the class. He/She comes to many class sessions ready to engage in informed discussion based on a general reading of the assigned material, including few critical reading notes and brings it to many class sessions. The student makes a contribution to the class through general, incomplete and/or tangential comments. The student, for the most part, works collaboratively with his/her classmates and instructor and is not likely to seek assistance on his/her own.
The student misses one-two class sessions.

Below Average
D (60-69)
Poor participation. The student rarely demonstrated an active engagement in some facets of the class. He/She comes to many class sessions unprepared for informed discussion, and his/her critical reading notes are substantially incomplete and rarely bring it to the class sessions. The student does not collaborate with his/her classmates and instructor and the student is not likely to seek assistance on his/her own or even with direction. The student misses one-two class sessions.

Failure
F (0-59)
Unacceptable participation. The student is not an active member of the class.

Weekly Sessions (Time on Task)

Week 1:
Class: Introductions, review syllabus, class guidelines, **kickoff multichannel campaign project;** Go through week 1 lecture assignments, Q&A, & office hour if needed (4 hrs).
Task 1: **Multichannel campaign - <u>Client Selection</u>**
  • Quickly research & select client for multichannel campaign & post (1.5 hrs).
  • Provide feedback on other student entries (.5 hr).
Task 2: **Create Design Brief & Mood Board** (in provided template)
  • <u>Design Brief:</u> Research the brand, the industry the client is in, points of difference, products/services, messaging, target audience, competition, trends, etc. (2 hrs).
   - Compile research into the provided Design Brief template, spell check & complete (1.5 hrs).
  • <u>Mood Board:</u> Determine brand look & feel through research, then pull inspiration images (fonts, photos, illustrations, colors, patterns, etc.) (2 hrs).
   - Compile and create a branded digital mood board (1 hr).
  • Create a combined pdf, name it, & post it in Discussion area on class site (.25 hr).

Week 2:
Class: In class review of the prior WK1 Design Briefs & Mood Boards. Kickoff WK2 *Print Collateral* assignment instructions, sketches & digital comp examples for style, deliverables, Q&A, office hour if needed (4 hrs).
Task 1: **Print Collateral - <u>Tight Pencil Sketches.</u>**
  • Determine/choose one print collateral piece from the provided list of collateral options (.25 hr).
  • Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
  • Write headlines, subheads and body copy specific to the marketing message (1 hr).
  • Develop <u>10-tight pencil sketches</u> of a chosen collateral piece (3 hrs).
  • Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the Discussion area on class site (.5 hrs).
  • Write a short summary of your favorite ideas in your post (.25 hrs).

Week 3:
Class: In class review of the prior WK2 Pencil Sketches & determine best idea(s) to move to digital graphics on. Walk through week 3 assignment instructions, examples, deliverables, Q&A, office hour if needed (4 hrs).
Task 1: **Print Collateral Cont. - <u>Finished Digital Graphics</u>**
  • Research and collect digital asset images specific to idea (photos, illustrations, etc.) and use the mood board as a guide for strong branding (2 hrs).
  • Finalize headlines, subheads and body copy specific to the marketing message (1 hr).
  • Create final digital graphics Comp(s) from selected sketches that is well branded (6 hrs).
  • Create a combined pdf, name it, & post it in Discussion area on class site (.25 hr).

Week 4:
Class: In class review of the prior WK3 Final Digital Graphics assignment for Print Collateral. Kickoff week 4 *Digital Marketing* assignment instructions, examples, deadlines, deliverables, Q&A, office hour if needed (4 hrs).
Task 1: **Digital Marketing - <u>Tight Pencil Sketches.</u>**
  • Choose one digital marketing piece from the provided list of digital options (.25 hr).
  • Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
  • Write headlines, subheads and body copy specific to the marketing message (1 hr).
  • Develop <u>10-tight pencil sketches</u> (3- hrs).
  • Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the Discussion area on class site (.5 hr).
  • Write a short summary of your favorite ideas in your post (.25 hr).

Week 5:
Class: In class review of the prior WK4 Pencil Sketches & determine best idea(s) to move to digital graphics on.
          Walk through week 5 assignment instructions, examples, deliverables, Q&A, office hour if needed (4 hrs).
Task 1:   **Digital Marketing Cont. - Finished Digital Graphics.**
          • Research and collect digital asset images specific to the idea (photos, illustrations, etc.) and use
            the mood board as a guide for strong branding (2 hrs).
          • Finalize headlines, subheads and body copy specific to the marketing message (1 hr).
          • Create final digital graphics Comp(s) from selected sketches that is well branded (6 hrs).
          • Create a combined pdf, name it, & post it in Discussion area on class site (.25 hr).

Week 6:
Class: In class review of the prior WK5 Final Digital Graphics assignment for Digital Marketing.
          Kickoff week 6 *Personalized Email Marketing* assignment instructions, examples, deadlines,
          deliverables, Q&A, office hour if needed (4 hrs).
Task 1:   **Email Marketing - Tight Pencil Sketches.**
          • Research best practices for personalized email marketing (1.5 hrs).
          • Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
          • Research templates to determine the correct format (1 hr).
          • Write headlines, subheads and body copy specific to the marketing message (1 hr).
          • Develop <u>5-tight pencil sketches</u> (3-hours).
          • Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the
            Discussion area on class site (.5 hr).
          • Write a short summary of your favorite ideas in your post (.25 hr).

Week 7:
Class: In class review of the prior WK6 Pencil Sketches & determine best idea(s) to move to digital graphics on.
          Walk through week 5 assignment instructions, examples, deliverables, Q&A, office hour if needed (4 hrs).
Task 1:   **Email Marketing Cont. - Finished Digital Graphics.**
          • Research and collect digital asset images specific to the idea (photos, illustrations, etc.) and use
            the mood board as a guide for strong branding (2 hrs).
          • Finalize headlines, subheads and body copy specific to the marketing message (1 hr).
          • **Create 1**-digital graphic Comp from selected sketches that is well branded (6 hrs).
          • Create a combined pdf, name it, & post it in Discussion area on class site (.25 hr).

Week 8:
Class: In class review of the prior WK7 Final Digital Graphics assignment for Email Marketing.
          Kickoff week 8 *Social Media Ads* assignment instructions, examples, deadlines, deliverables,
          Q&A, office hour if needed (4 hrs).
          This project is a 1-week turn.
Task 1:   **Social Media Ads - Tight Pencil Sketches**
          • Research best practices for social media marketing ads (1 hr).
          • Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
          • Research mobile templates to help determine the correct format (.5 hr).
          • Write headlines, subheads and body copy specific to the marketing message (1 hr).
          • Develop <u>5-tight pencil sketches</u> that create a strong trio of ads (2- hrs).
          • Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the
            Discussion area on class site (.5 hr).
          • Write a short summary of your favorite ideas in your post (.25 hr).
          • Reply to 2 other student entries (.25 hr).
Task 2:   **Finished Digital Graphics**
          • Research and collect digital asset images (photos, illustrations, logos, etc.) and use mood board
            as a guide for strong branding (2 hrs).
          • Finalize headlines, subheads and body copy specific to the marketing message (1 hr).
          • **Create 3**-digital graphic Comp(s) from selected sketches that is well branded (6 hrs).
          • Create a combined pdf, name it, & post it in Discussion area on class site (.25 hr).

Week 9:
Class: In class review of the prior WK8 Final Digital Graphics assignment for Social Media Ads.
Kickoff week 9 *Influencer and/or Referral Marketing Ads* assignment instructions, examples,
deadlines, deliverables, Q&A, office hour if needed (4 hrs).
This project is a 1-week turn.
Task 1: **Influencer and/or Referral Ads - <u>Tight Pencil Sketches</u>**
• Research and select best ad approach for your client (1 hour).
• Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
• Research and select the best social media template to for your ads and client (.5 hour).
• Write headlines, subheads and body copy specific to the marketing message (1 hour).
• Develop <u>5-tight pencil sketches</u> of either ad direction that's best for your client (2-hours).
• Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the
  Discussion area on class site (.5 hours).
• Write a short summary of your favorite ideas in your post (.25 hours).
• Reply to 2 other student entries (.25 hours).
Task 2: **<u>Finished Digital Graphics</u>**
• Research and collect digital asset images (photos, illustrations, logos, etc.) and use mood board
  as a guide for strong branding (2 hours).
• Finalize headlines, subheads and body copy specific to the marketing message (1 hour).
• **Create 2**-digital graphic Comp(s) from selected sketches that is well branded (6 hours).
• Create a combined pdf, name it, & post it in Discussion area on class site (.5 hours).

Week 10:
Class: In class review of the prior WK9 finished Digital Graphics assignment Influencer/Referral Ads.
Kickoff week 10 *Billboard and/or Guerrilla Marketing* assignment instructions, examples,
deadlines, deliverables, Q&A, office hour if needed (4 hrs).
This project is a 1-week turn, and the last project of the term.
Task 1: **Billboard and/or Guerrilla Marketing - <u>Tight Pencil Sketches</u>**
• Research and select best approach for your client (.5 hour).
• Develop creative strategy & research images to determine the marketing objective of piece (1.25 hr).
• Research and select the best billboard templates from provided files or your own (.75 hour).
• Write headlines, subheads and body copy specific to the marketing message (1 hour).
• Develop <u>5-tight pencil sketches</u> of either direction that's best for your client (2-hours).
• Number sketches, scan/photograph sketches, create a combined pdf, name it, & post it in the
  Discussion area on class site (.5 hours).
• Write a short summary of your favorite ideas in your post (.25 hours).
• Reply to 2 other student entries (.25 hours).
Task 2: **<u>Finished Digital Graphics</u>**
• Research and collect digital asset images (photos, illustrations, logos, etc.) and use mood board
  as a guide for strong branding (2 hours).
• Finalize headlines, subheads and body copy specific to the marketing message (1 hour).
• **Create 2**-digital graphic Comp(s) from selected sketches that is well branded (6 hours).
• Create a combined pdf, name it, & post it in Discussion area on class site (.5 hours).
• Write a short summary of your final 2 pieces (.25 hours).
• Reply to 2 other student entries (.25 hours).

Week 11:
No class. Week 10 deliverables are due.
• Students should reply to 1 other student entry (.10 hr.).