

SPRING 2024

GRFX-4503 PROFESSIONAL PRACTICE FOR DESIGN

COURSE INTRODUCTION

This class is required for any student acquiring a BFA in Graphic Design. You must receive at least a C for this class to count toward this degree. Earning D or an F means you must take the class again. Aside from a few special cases, this class is a required co-requisite to GRFX-4503 Portfolio Capstone.

INTRODUCTIONS + ANNOUNCEMENTS

WEEK OF JAN 8
Mon Jan 8: A-State classes begin

- Intro Lectures
- Branding Exercises
- Lecture/Discussion: Brand vs. Logo vs. Campaign
- Begin **Brand** + Research
 - Class contract **DUE** >>

[CLICK HERE](#) or see link on Slack #4503_main channel.

WHAT IS DUE? + ANNOUNCEMENTS

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

NIKKIARNELL.COM →

PROF. NIKKI ARNELL

- Professor Nikki
- Professor Arnell
- Professor
- Prof
- Nikki
- Mrs.-Arnell
- Ms.-Arnell
- Miss-Arnell
- Dr.-Arnell

PROF. NIKKI ARNELL

- Professor Nikki
- Professor Arnell
- Professor
- Prof
- Nikki
- Mrs.-Arnell
- Ms.-Arnell
- Miss-Arnell
- Dr.-Arnell

THE 30-SECOND "ELEVATOR PITCH"

From The Intern Queen

- FIGURE OUT YOUR DREAM JOB
- BREAK INTO GROUPS! 😊
- HAVE FUN AND DON'T BE AFRAID TO FEEL SILLY.

https://www.youtube.com/watch?v=1b07r_377s

The 30-Second "Elevator Pitch"

From The Intern Queen

- Your name
- Give a little background
 - where you work OR if you just graduated, where you have interned (or worked in relation to the industry)
 - A-State is located in Jonesboro, Arkansas: "about an hour west of Memphis" (or "2 hours north of Little Rock") where you just graduated from their outstanding design program with a Bachelors of Fine Arts in Graphic Design (Digital if applies).
- Explain (provide context)
- Connect A > B
 - Connect who you're talking to TO what you're offering
- Ask > BE CLEAR
- Close out > BE CLEAR

https://www.youtube.com/watch?v=16071_3212

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SEC

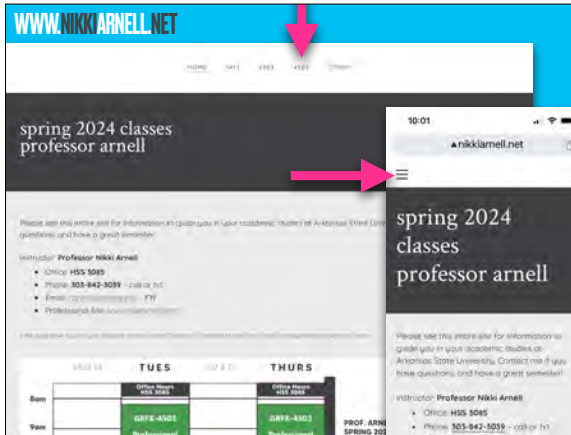
WHAT IS D

PLEASE PAY ATTENTION AND TAKE NOTES

- You will have a **class contract** to digitally sign that states you understand the syllabus and what we discussed today.
- If it is not submitted, you cannot proceed with this course.



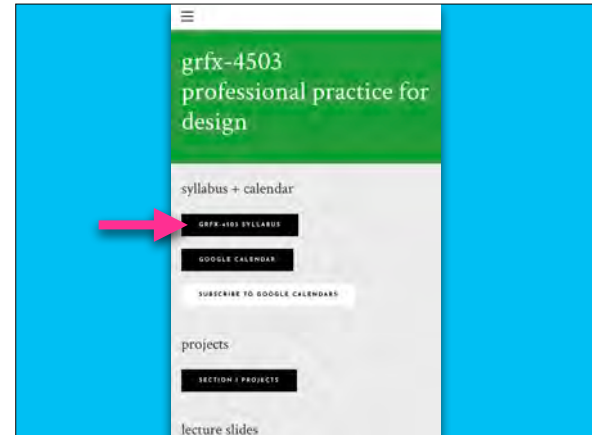
WWW.NIKKIARNELL.NET



spring 2024 classes professor arnell

spring 2024 classes professor arnell

	TUES	THURS
8am	Office Hours HSS 3085	Office Hours HSS 3085
9am	GRFX-4503 Professional Practice LIB 336	GRFX-5003 Professional Practice LIB 336
10am		
11am		
12pm	GRFX-2003 Multi-Platform Design LIB 336	GRFX-2003 Multi-Platform Design LIB 336
1pm		
2pm		
3pm	GRFX-1013 Design Technology LIB 336	GRFX-1013 Design Technology LIB 336
4pm		
5pm	Office Hours LIB 336	Office Hours LIB 336
6pm		



grfx-4503 professional practice for design

syllabus + calendar

GRFX-4503 SYLLABUS

GOOGLE CALENDAR

SUBSCRIBE TO GOOGLE CALENDARS

projects

SECTION 1 PROJECTS

lecture slides

SYLLABUS

professional practice for design

GRFX-4503-003 (11033) | SPRING 24

Introduction (Professor Nikki Arnell)

Office: HSS 3085

Office Hours:
• Tuesdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
• Thursdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
• Zoom by appointment

Phone: 303-842-3039 > call or txt
Email: narnell@astate.edu
Online Coursework: nikkiarnell.net

Instructor: Professor Nikki Arnell

Office: HSS 3085

Office Hours:
• Tuesdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
• Thursdays 7:30-7:55 am in HSS 3085 + 4:50-5:25 pm in LIB 336
• Zoom by appointment

Phone: 303-842-3039 > call or txt
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This class is required for any student accounting toward this degree. Earning a D or lower will disqualify you from taking courses for which this class is a prerequisite.

	TUES	THURS
8am	Office Hours HSS 3085	Office Hours HSS 3085
9am	GRFX-4503 Professional Practice LIB 336	GRFX-5003 Professional Practice LIB 336
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4pm		
5pm	Office Hours LIB 336	Office Hours LIB 336
6pm		

PROF. NIKKI ARNELL SPRING 2024 OFFICE HOURS

TUES + THURS
7:30-7:55 am
HSS 3085
4:50-5:25 pm
LIB 336

Zoom by appointment almost any day.

LIB: Dean B. Ellis Library
HSS: Humanities & Social Sciences Bldg.

SYLLABUS

professional practice for design

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This class is required for any student accounting toward this degree. Earning a D or lower will disqualify you from taking courses for which this class is a prerequisite. Note that this class is a prerequisite for the following: Graphic Design, Graphic Design II, and Graphic Design III.

Interactive PDF in Acrobat or Preview.

COURSE DESCRIPTION

TEACHING METHODS

REQUIRED

- Materials
- Books
- Adobe Creative Cloud
- Class Website and App
- Required Attendance
- Section Overview

RECOMMENDED

- Student Handbooks
- Further Study

POLICIES

- Information Required to Know
- Deadline
- Attendance
- Class Distractions and Disruptions
- Health Protection
- Drink/Food Policy in Labs
- Coursework
- Submission to the Design Process
- Campus
- Local A.S.

ASSIGNMENT + GRADING

- Course Grade
- Project/Section Grades
- Benchmarks
- The Final
- Final Exam
- One-View Thing

PROGRAM LEARNING OUTCOMES

UNIVERSITY AND DEPARTMENT OF BEST PRACTICE POLICIES

- Dept. of Art + Design Handbook
- FERPA
- Health and Safety Policy
- Incident Report
- Academic Accommodation Services
- Educational Equity Statement
- Academic Integrity Policy of the Dept. of Art + Design

SYLLABUS

SIGN INTO A LAB COMPUTER

THEN OPEN (& CLOSE) ADOBE:

PHOTOSHOP 

ILLUSTRATOR 

INDESIGN 

- **How to access:**
 - **Password:** Whenever you first signed up to access the Adobe Creative Cloud as a student at A-State, the password you held at the time for A-State's MyCampus was used. Then A-State continually asks for an updated password for its system; however, Adobe is separate from A-State. Therefore, **the Adobe password may be from an old A-State password.**

CLASS WEBSITE AND APPS

Website

- All projects, outside reading material, notes, and syllabus will also be posted on: www.nikkimell.net 4503. Canvas is not used for this class.


Web Browser

- Chrome (or Safari for Apple) is suggested for best use across all platforms.



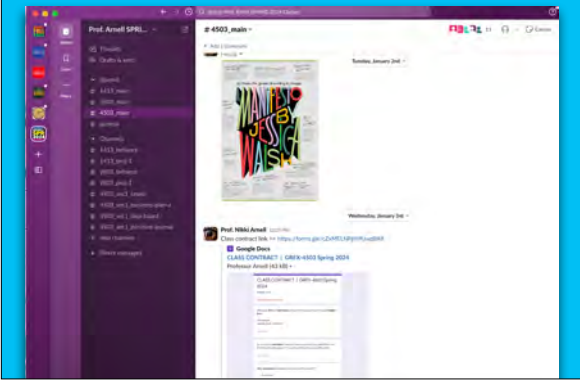
REQUIRED TO DO NOW

Slack

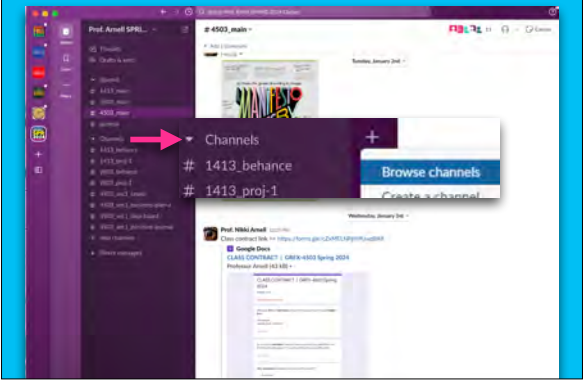
- Download the **FREE Slack app** on your computer, phone, and other devices. See A-State email for invite or [click this link](#). >> See professor if link has expired.
- Under **Preferences**, set Notifications on all at least once daily.
- You must join the **Workspace: Prof. Arnell SPRING 2024 Classes** 
- Also immediately find and join the **#general** and all **#1413_** channels as they are created throughout the semester.
- "Star" and "Un-Star" channels as you need them for an organized workspace.

All of you are already joined. I placed you in the correct channels opened so far.

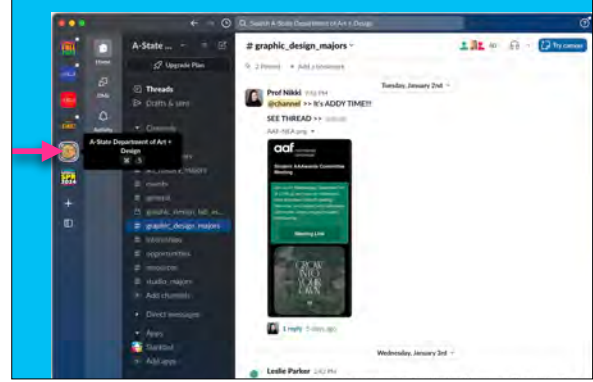
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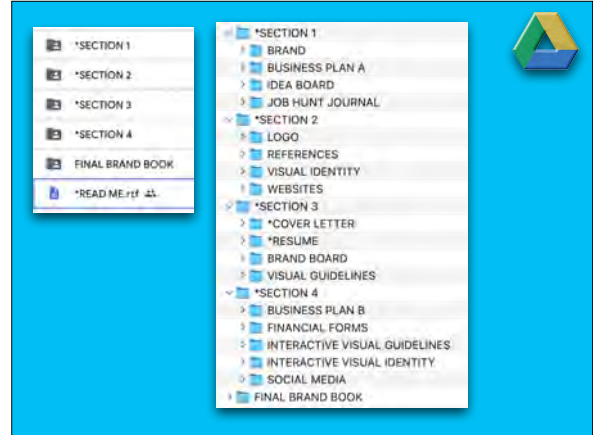
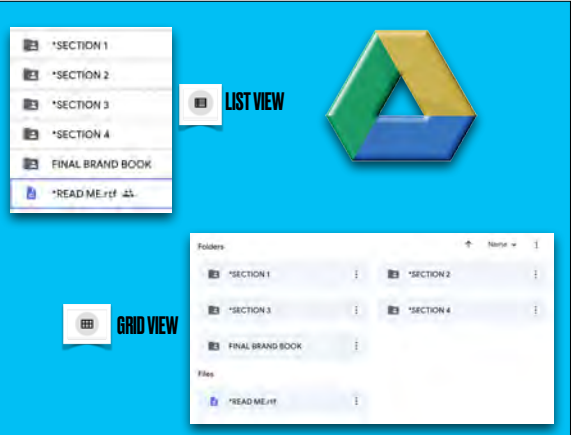
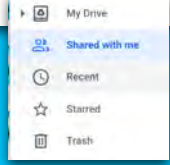
JOIN NOW TOO >>



REQUIRED TO DO NOW

Google Drive

- Each student will use a Google Drive folder shared with Prof. Nikki for this class to turn in projects. The link to this shared folder will be supplied via A-State email.
- Only use this SHARED folder to turn in final work. Please use your own free Google Drive space to save working files.
- Because the class folder (and its sub-folders) is shared (not native to student's drive), each student should add a shortcut for easy viewing on screen. See here > <https://support.google.com/drive/answer/2375057?co=GENIE.Platform%3DDesktop&hl=en>
- Access Google Drive online quickly by bookmarking it.



REQUIRED

Zoom

- Download the FREE version of Zoom on all devices so it is available whenever needed.
- Office hours are available on Zoom via appointment.
- Zoom could be used in class for any conversations that cannot safely be held face-to-face, like a student who is ill or in quarantine who must speak with professor.

Grammarly

- It is required to use (at least) the free version of Grammarly (or similar) every time you write something, like Artist Statements, to be graded. It is recommended to use the paid version.

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Class Location: Library 336
Class Time: MW 8:00 am-10:50 am > Plan to be present the entire class time
Prof Arnell Classes Zoom URL (only if deemed necessary by professor):
<https://astatecall.zoom.us/j/6661919843>

SYLLABUS TO REVIEW TODAY

- Teaching Methods
- Required
- Recommended
- Policies
- Assessment + Grading
- University and Dept. Policies
- Calendar

COURSE DESCRIPTION	ASSESSMENT + GRADING
TEACHING METHODS	<ul style="list-style-type: none">• Overview• Course Grade• Project/Action Grades• Second Try• The Final• Extra Credit• One More Thing
REQUIRED	PROGRAM LEARNING OUTCOMES
<ul style="list-style-type: none">• Materials• Books• Adobe Creative Cloud• Class Website and Apps• Required Attendance• Portfolio Review• Senior Show	UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES
RECOMMENDED	<ul style="list-style-type: none">• Dept. of Art + Design Handbook• FERPA• Health and Safety Policy• Incident Healthier• Access and Accommodation Services• Educational Equity Statement• Academic Integrity Policy of the Dept. of Art + Design
POLICIES	CALENDAR
<ul style="list-style-type: none">• Information Required to Know• Deadlines• Attendance• Class Distractions and Disruptions• Health Precautions• Drink/Food Policy in Lab• Contamination• Adherence to the Design Process• Critiques• Use of A.I.	

RECOMMENDED

MENU

recommended

STUDENT MEMBERSHIPS

- It is HIGHLY RECOMMENDED to join the Dept. of Art + Design **Graphic Design Club**. Prof. Leslie Parker is the faculty advisor, so speak with her if you have questions.
- **AAF - America Advertising Federation** (or "Ad Fed")
 - Local Chapter: **AAF-NEA**
 - Participate in the annual Student Addy awards and Lunch and Learns in Jonesboro.

RECOMMENDED

FURTHER STUDY

None of these are required for this course. These are suggestions by the professor for students who wish to study further on these topics.

For visual inspiration:

- **Logotype**: the reference guide to logotypes, monograms, and text-based marks by Michael Evamy; ISBN-10: 1780678576
- **Logo**: the reference guide to symbols and logotypes by Michael Evamy; ISBN-10: 1780671806
- **Identity Suite: Visual Identity in Stationery** by victoriary; ISBN: 978-988-19438-8-0

For more guidance on how to create a portfolio and get a job:

- **Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should** by Michael Janda; ISBN-10: 0321918681
- **Success By Design** by David Sherwin; ISBN-10: 144031022X

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POLICIES

MENU


policies

INFORMATION REQUIRED TO KNOW

- **Students are required to review the Dept. of Art + Design Student Handbook.** Acknowledgment that you have read and understand it is part of the contract signed with professor in order to continue in the class.
- Linked within the handbook are other important policies to review, including the **A-State Student Handbook** and **A-State Student Code of Conduct**.
- Also see University and Department Policies at the end of this syllabus.

general

Prof. Nikki Arnell 11:23 AM
I will not record any images of you without your consent.
Likewise, I DO NOT give you permission to record me unless you ask me every time.
Therefore, if you record me and post it somewhere without my consent, be prepared for consequences. If you don't think I could ever see something you post on your socials, you vastly underestimate your classmates.
See here from A-State Standards of Student Conduct >> <https://www.a-state.edu/a/s/standards-of-student-conduct/student-standards/>
Screenshot 2024-01-07 at 11:51 AM MACTC



Non-Academic Misconduct Standards of Student Conduct
The following is a list of prohibited behavior:
22 Recording Others
Using technology, recording, filming, photographing, producing or creating a digital electronic file of the image or voice of another person without their knowledge or consent.
This policy also applies in the classroom setting and when administered off-campus from the institution.

astate.edu
Standards of Student Conduct
Everything you need to help you understand how to apply, register and get involved on campus can be found on our website.

POLICIES

DEADLINES

Deadlines must be observed. **If you miss deadlines in this course, you will receive a lowered grade - 1 letter grade for each DAY the assignment is late** (unless excused). In the real world, you could lose your job, so observing these scheduled deadlines is extremely important. Failure to include a project in critique will lower the grade for that assignment. If you miss a deadline, please speak with me and complete the project, as 50% (= F) is better than 0%.

POLICIES

ATTENDANCE

- All classes are expected to be attended in person this semester unless otherwise officially notified. Attendance and participation are essential to passing this class; however, immediately contact Prof. Arnell via A-State email, Slack Direct Message, call or text (303-842-3039) before showing up to class if you feel ill.
- A-State Student Handbook: "Students should attend every lecture, recitation, and laboratory session of every course in which they are enrolled. Student who miss a class session should expect to make up missed work or receive a failing grade on missed work... Students must use their available absences for any cause which requires them to miss including, but not limited to, vacation, illness, emergency, or religious observances. Students who are aware that they will have absences during a term should ensure that they do not exceed the absences available."

POLICIES

For classes student is expected to attend in person:

- Attendance is taken at the beginning of class. If you are tardy, it is your responsibility to be recorded on the roster.
- 3 tardies = 1 absence.
- Leaving early without being excused by instructor = 1 absence.
- 4th unexcused absences = final letter grade reduced by 1 (ex. if you have an A for the semester, you receive a B)
- 5th unexcused absences = final letter grade reduced by 2 (ex. if you have an A for the semester, you receive a C)
- 6th unexcused absences = final letter grade reduced by 3 (ex. even if you have an A+ for the semester, you still get a D.)

DEPT. OF ART + DESIGN STUDENT HANDBOOK:

ATTENDANCE

Attending class constitutes participation. Faculty expect participation because it builds facility of technique, professional work ethic, and quality output. A class period is the full published time (2 hours 50 minutes twice a week). If a student has 4 unexcused absences (2x the number of class days per week for a MW/TR class) or accumulated tardies, their final grade will be lowered by one letter. For each unexcused absence after that (5, 6, 7), an additional letter grade will be deducted. Each faculty member will determine their own policy for what constitutes a tardy and the penalty for arriving late or leaving early.

POLICIES

- For classes or other virtual activities student is expected to attend virtually at a scheduled time (synchronous delivery):
 - Same as above. Attendance and participation relate to whatever platform is in use. For example, if the class is meeting on Zoom, then student is expected to be present.
 - If connection to internet is a problem, student must contact professor immediately via phone or text. Don't suffer consequences for something that isn't your fault.
- For classes or other virtual activities student is expected to attend virtually BY a scheduled time (asynchronous delivery):
 - Same as above. If this is not done on time, it will be considered an absence or a lack of credit.

POLICIES

MENU

teaching methods

- This class is taught face-to-face, unless the university states otherwise during the semester. If virtual class is necessary, join via the Prof. Arnell Classes Zoom URL when directed.
- Attendance is strictly enforced by the professor. Consequences for not attending will severely impact course grade.

POLICIES

CLASS DISTRACTIONS AND DISRUPTIONS

- Bring headphones if you would like to listen to music during studio or in-class work time.
- Cell phone and/or Smart Watch usage during lecture is not allowed and computers are to be used for coursework only.
- Calling, texting, checking social media sites (other than for coursework), e-mailing, etc. are prohibited during lecture and discouraged during studio time.
- If you do not follow these rules, you will be asked to leave the classroom and counted absent for the day.
- If student causes any disruption in class after professor clarifies there is a problem, student will be asked to leave and student will be counted absent (see attendance policy and grade consequences).
 - Campus security will also be notified if professor feels this is necessary.
 - A permanent record of the student's disruption may also be registered if professor feels this is necessary.

POLICIES

HEALTH PRECAUTIONS

- Students should wipe down all public surfaces and/or shared equipment before and after use.
 - These include computer keyboards, mice, screens, and tables.
 - In computer labs, students may wear disposable latex gloves and/or use their own keyboard and mouse if desired. Please see professor if help is needed.
- Students should sanitize hands before and after each class.

POLICIES

DRINK/FOOD POLICY IN LABS

- No liquids are allowed on any table where a computer owned by the university is located. You may place the drink on the floor next to you or place it on the center table.
- No food is allowed on or near any table while working on public lab computers. You may eat on the center table, then wash or sanitize your hands before using the lab keyboard.

POLICIES

CRAFTSMANSHIP

- I expect perfect craft and student's grade. Project rubrics state this.
- Cutting and mounting work requires practice.
- It also takes time and practice for anything that is rendered by hand.
- Digital work also can be an exact science. Use guides, grids, and other elements of the program.

POLICIES

ADHERENCE TO THE DESIGN PROCESS

- Thumbnail sketches are expected at the beginning of all projects. No work will be accepted if student has not finished this first step unless otherwise indicated.
- See more here about the design process > <http://www.nikiarnell.net/the-design-process.html>

SPRING 2023

There are 4 steps to the Design Process:

1. **RESEARCH** - Understand objectives, ask questions!
2. **CONCEPT and DESIGN** - IDEAS FIRST via thumbnail (rough) sketches
3. **REVISE** - Multiple rounds
4. **FINAL ART!**

DETAILED DESIGN PROCESS EXPLANATION

As the great designer [Norman S. Colvin](#) explained about his process:


"In the beginning, I collect information from clients, magazines, museums, laboratories, and so on. Before I start designing, I research the subject so that my work will be representative of it. I always try to use colors and materials that relate to my subject, and then the typeface must fit in the whole design. Then I decide what I will use from the collected material. I search for all of my ideas and sift through them for the strongest solution. I often work through more than ten solutions, compare, and then discard. Quite simply, my objective is to design a product with an accurate visual and verbal message that can be understood by my audience. It has to make sense to me and my client."

PRE-THUMBNAIL SKETCHES

- You should do these on your own **BEFORE YOU BEGIN** the sketches you will show me.
- Sketches that make no sense spatially or do not use straight lines **will not be accepted**.
- Color is usually not necessary.


THUMBNAIL SKETCHES

- **THIS is what I expect.**
- The lines are straight and space has been considered as much as shape.
- Usually **20-30** separate thumbnail sketches are a required **MINIMUM** per project in this class.



PROCREATE/FRESCO

- If you have a **tablet/computer and stylus**, you may create thumbnail sketches and other hand-rendered artwork via these programs (or similar).



MIND MAP/IDEA TREE

- You can also use **brainstorming skills** learned in **Ideation**.
- Also feel free to write words and ideas randomly around your sketches to help you remember when presenting sketches.

POLICIES

CRITIQUES

- Critiques are an ongoing part of this class as students become increasingly comfortable presenting their work and critiquing others.
- **Critiques are mandatory to attend and participate**, whether they are in person, written online in Slack, or virtual face-to-face in Zoom.
- When participating in a critique, sure you:
 - Share your opinions.
 - Share your opinions in the form of **constructive criticism**.
 - **Ask questions** when somebody is discussing your work with you.
 - **Take notes** when somebody is critiquing your work.

POLICIES: USE OF A.I.

USE OF A.I.

- **Visual and Verbal:** No assignments or projects generated entirely by AI tools will be accepted unless otherwise explained in writing by the professor.
- **Crediting A.I. Sources:** Plagiarism violations could result in expulsion from the university; therefore, ask if you have questions before consequences arise.
- **Verbal (ChatGPT, QuillBot, and other AI Language Models):** Failing to cite a direct quote or paraphrased source of information in any written work can be considered an academic integrity violation - and this will include AI-generated content. In other words, a student cannot run something she/he/they grabbed from the internet through QuillBot a couple times and call it theirs.
- **Visual (Firefly, Midjourney, Dall-e, and other AI Art Models):** Though using visual A.I. in the ideation stage of a project is allowed, failing to cite/explain this inspirational source when presenting thumbnail sketches (etc.) to professor will be considered cheating. Professor can also then help guide student to evolve from this inspiration to one's own work instead of just copying. Outright copying of or uncited use of an A.I. visual will cause the student to fail the project.

POLICIES: USE OF A.I.

How to Credit:

- When using any AI (verbal or visual) for ideation, student must provide professor the source(s), answers found, and how/why this will be used in the final project. To not do so will impact the project grade, as this will be an item listed on the rubric.
- If visual AI use is approved by the professor in any way, student must list the following when turning in the Behance Self-Evaluation required with the final project. In the future, student should keep this source documentation when considering any work to showcase in your portfolio - from a student portfolio for internship acquisition to your professional book.
- "The designer acknowledges the use of [Generative AI Tool Name], an art model developed by [Generative AI Tool Provider], in the preparation of this assignment. The [Generative AI Tool Name] was used in the following way(s) in this assignment [e.g., brainstorming, grammatical correction, style research, stock imagery appropriation, which portion of the assignment, etc.]."

- **Things you can do:**
 - Ask ChatGPT questions. Chat with it about topics in which you're interested. For example, "What are some current issues related to sustainability in the design industry?"
 - When you read what it says, remember that it's probably 60-70% correct, but perhaps not more than that. **What you're getting from AI is crowdsourced information, not a reliable product of research and assessment.** Given that you're considering whatever it told you with a big grain of salt, try a Google search with the same query and see what it turns up. Review, compare, and investigate, considering the validity of the source(s).
 - Consider how to verbalize a visual idea that doesn't do the work for you.
 - > In other words, don't type in something like "how to show springtime."
 - > Not only is that a vague prompt, but it's also not challenging YOU to do the critical thinking. Perhaps instead after some quick sketches and ideation, you type in "spring flowers

growing on ocean wave, summertime, extreme lighting," which is much more precise. Then see what AI produces and sketch some more.

> Maybe after even more sketching of ideas, you ask ChatGPT for some words about springtime, then throw those into the visual AI you're using and see what comes up.

YOU DO THE THINKING.

- Use AI Generative Fill in Photoshop, Generative Color in Illustrator, and whatever else Adobe comes up with this year. However, you **MUST** credit this.

ASSESSMENT & GRADING

ONE MORE THING

- I love a good story, but not when it's just a lame excuse for late work.
- I encourage defense of your design choices and professional communication, but have no patience for lack of respect and bad manners.
- Thank you for being part of my class. I hope you are excited to learn and ready to excel to your highest potential!

If you do not understand something about how you are assessed in this course, PLEASE speak to the professor as soon as possible but AFTER you have read over all materials provided for the course.

SYLLABUS TO REVIEW TODAY

- Teaching Methods
- Required
- Recommended
- Policies
- Assessment + Grading
- University and Dept. Policies
- Calendar

COURSE DESCRIPTION

TEACHING METHODS

REQUIRED

- Materials
- Books
- Adobe Creative Cloud
- Class Website and App
- Required Attendance
- Portfolio Review
- Senior Show

RECOMMENDED

- Student Memberships
- Further Study

POLICIES

- Information Required to Know
- Deadlines
- Attendance
- Class Distractions and Disruptions
- Health Precautions
- Drink/Food Policy in Labs
- Conduct
- Adherence to the Design Process
- Critique
- Use of A.I.

ASSESSMENT + GRADING

- Overview
- Course Grade
- Project/Section Grades
- Senior Show
- The Final
- Exit Credit
- One More Thing

PROGRAM LEARNING OUTCOMES

UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES

- Dept. of Art + Design Handbook
- F.E.R.P.A.
- Health and Safety Policy
- Inclement Weather
- Access and Accommodation Services
- Educational Equity Statement
- Academic Integrity Policy of the Dept. of Art + Design

CALENDAR

university and dept. of art + design policies

DEPT. OF ART + DESIGN HANDBOOK

Read through and familiarize yourself with the Policies of the Dept. of Art + Design by reading the **Dept. of Art + Design Student Handbook**. This can be found at: https://www.cmu.edu/artdesign/design_handbook/

F.E.R.P.A.

Under the Family Educational Rights and Privacy Act, the instructor is prohibited from posting grades in any manner that reveals the identity of the student. The instructor also cannot discuss grade information over the telephone or via email, text, or any other form of electronic communication. Identification cannot be established. If you have questions about your grade, please make an appointment to meet with professor in a face-to-face meeting or a Zoom meeting with camera on.

HEALTH AND SAFETY POLICY

This course may require the use of hazardous chemicals, equipment or processes that the University Safety Committee recognizes as generally hazardous to a student's safety and health. Every instructor is required to provide instructional information and training in safe handling and usage procedures about any engaging students in the use of hazardous chemicals or equipment. In addition, students are allowed to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness, and/or their ability to safely engage in the use of any hazardous chemical or equipment.

All students should use hazardous chemicals and equipment only under the direct supervision.

of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.

INCLEMENT WEATHER

- University classes are decided by university administration and announced to faculty, staff, and students concurrently.
- If weather or other unforeseen circumstances cause class to be cancelled, immediately check the class's Slack group. If the weather is questionable, also check the class's Slack group just in case professor cancels classes (highly unlikely). If you are a commuter student and weather is extreme, it is imperative that you contact the professor as soon as possible to open a line of communication and not fall behind in coursework.
- Undergraduate Bulletin: **INCLEMENT WEATHER POLICY**

The university remains open for academic classes and all other services during inclement weather except in extreme circumstances determined solely by the Chancellor of the University. Regional and local news media will publicize the closing. Commuter students are advised to plan for good judgment in deciding whether to drive to campus during inclement weather. In those cases where the decision is made not to travel to campus under this policy, it is the responsibility of the student to immediately contact each of his/her/professor upon return to explain the circumstances and to determine the need to complete any missed assignments. The student is responsible for all missed assignments during inclement weather within a time frame to be determined by the professor.

ACCESS AND ACCOMMODATION SERVICES

- Any student who is registered with a State's Access and Accommodation Services (formerly known as Disability Services) and who needs reasonable accommodation must notify the professor by the end of the second week of class.
- For additional information, please visit our Disability Services' website at <https://www.cmu.edu/disability/> or call 610-972-7644

EDUCATIONAL EQUITY STATEMENT

At State we great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of discrimination and/or harassment on the basis of color, sex, sexual orientation,

gender identity, race, age, national origin, religion, marital status, veteran status, genetic information or disability in any of its practices, policies or procedures are not tolerated. This includes, but is not limited to employment, admissions, educational services, programs or activities which it operates or financial aid. It is the responsibility of all departments and all personnel, supervisory and non-supervisory, to see that this policy is implemented throughout the university. Direct all inquiries regarding the nondiscrimination policy to the Office of Title IX and Institutional Equity, 670-440-4101 and the Administration Building, Room 316.

ACADEMIC INTEGRITY POLICY OF THE DEPARTMENT OF ART + DESIGN

Academic Integrity

- Academic integrity class for students to do their own work and not to claim as their work anything someone else has done (intellectual property) for design and/or their own work, under academic honesty.
- Violations of academic integrity include offering someone else's work as your own (see Plagiarism below), buying term papers, and cheating (see test cheating below). Specific penalties may result.

Plagiarism

- "Plagiarism" means getting the impression in an assigned paper or studio work that someone else's thoughts, ideas, images and/or words are your own.
- To avoid plagiarism give written credit and acknowledgment to the source of the thought, idea, image and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
- If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a reference.
- If you directly incorporate an image by someone else, you should give credit to that person, in the title, or following your signature, or in some other appropriate way. Example: "after Rembrandt"
- No written paper or studio project created for credit in one class should be used for credit in another class without the knowledge and permission of all professors concerned.
- The research as well as the complete written paper or studio project should be the work of the person seeking academic credit for the course.

Cheating/Unauthorized Collaboration

Cheating is an act of dishonesty with the intent of obtaining and/or using information in a fraudulent or unauthorized manner. Examples of cheating include, but are not limited to:

- Obtaining and/or copying from another student's assignment.
- Copying or receiving assistance during an examination period. This includes providing specific answers to subsequent examinations and/or dispensing or receiving information that would allow the student to have an unfair advantage in the examination over students who did not possess such information.
- Using plain notes, outlines, and/or other unauthorized information during an examination.
- Using, buying, selling, sharing, transporting, or storing in part or in whole, the contents of an assignment when such action is not authorized by the instructor of the class.
- Using for credit in a subsequent class an assignment written for credit in a previous class without the knowledge and permission of the instructor of the subsequent class. This includes when a student is repeating a course for credit.
- Impersonating or attempting to impersonate another person, or permitting or requesting another person to impersonate you for the purpose of taking an examination or completing other assignments.
- Unauthorized collaborating during an examination, lab, or any course requirement with any other person by giving or receiving information without specific permission of the instructor.
- Altering grades or official records.
- Falsifying or signing another person's name on any academically-related University form or document.
- Subrogating or interfering with the academic progress of others.
- Submitting altered, fraudulent, or falsified data, claims, degree program requirements, including but not limited to honor's thesis, doctoral dissertation, qualifying exam, dissertation defense, and University records/forms.

Faculty members may respond to plagiarism in any of the following ways:

- Returns the work to be redone; the grade may be reduced.
- Gives a failing grade on the work ("F" or zero)
- Gives the student a failing grade in the course.

SYLLABUS TO REVIEW TODAY

TEACHING METHODS

REQUIRED

- Materials
- Books
- Adobe Creative Cloud
- Class Website and App
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- Portfolio Review
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- Academic Integrity Policy of the Dept. of Art + Design

CALENDAR

calendar

Following is a general schedule plan created in January 2024 for the course. Reference this Google calendar (also linked on nikkirnell.net - 4503), Slack announcements, and Project Sheets for the most updated deadlines.

Think of the course project as 4 groups in the final work. Though the sections are intended to build on each other, sometimes the work in multiple sections will occur simultaneously.

- Section 1 Brand, Business Plan A, Idea Board, 360 Hand Journal**
- Section 2 Logo, Website, References, Visual Identity**
- Section 3 Visual Guidelines, Cover Letter, Resumé, Brand Board**
- Section 4 Social Media, Business Plan B, Financial Forms, Interactive Visual Identity and Guidelines**
- The Final: Brand Board + Branding Contract, Design Senior Show**

WEEK OF JAN 8

Mon Jan 8: At State classes begin

- Intro Lectures
- Branding Exercises
- Section Discussion: Brand vs. Logo's Campaign
- Begin Brand + Research
- Class contact time: 1:1
- CLICK HERE to see link on Slack #4503_main channel

WEEK OF JAN 15

Mon Jan 15: Morning Lecture King, Day 1 (brand + no classes)

- Begin Idea Board
- Brand 101
- Begin Logo
- Business Plan A Workshop

Following is a general schedule plan created in January 2024 for the course. Reference this Google calendar (also linked on nikkirnell.net - 4503), Slack announcements, and Project Sheets for the most updated deadlines.

grfx-4503 professional practice for design

syllabus + calendar

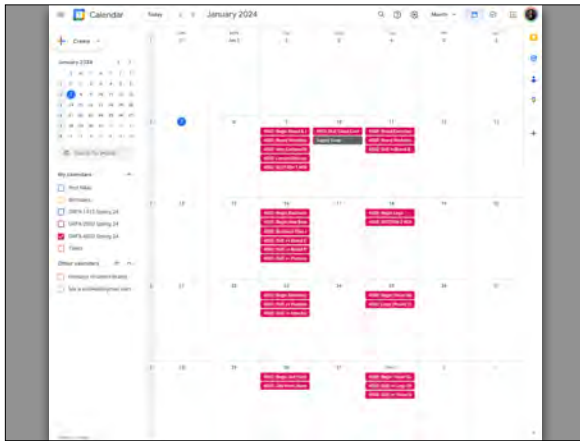
OFFICIAL SYLLABUS

GOOGLE CALENDAR

SUBSCRIBE TO GOOGLE CALENDAR

projects

The calendar shown here is obviously not for this class.



INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

PLEASE PAY ATTENTION AND TAKE NOTES

• You will have a **class contract** to digitally sign that states you understand the syllabus and what we discussed today.

• If it is not submitted, you cannot proceed with this course.

– Submit Class Contract via Google Form.

– See link on either the syllabus or Slack #4503_main

WEEK OF JAN 8

- Mon Jan 8: A-State classes begin
- Intro Lectures
- Branding Exercises
- Lecture/Discussion: Brand vs. Logo vs. Campaign
- Begin **Brand** + Research
- **Class contract DUE >>>**
- [CLICK HERE](#) or see link on Slack #4503_main

Prof. Nikki Arnell 12:50 PM

Class contract link >> <https://forms.gle/cZvMELNFgWkvv8R8>

Google Docs

CLASS CONTRACT | GRFX-4503 Spring 2024

Professor Arnell (43 kB)

CLASS CONTRACT | GRFX-4503 Spring 2024

Professor Arnell

Write your first and last name as listed with the university then your student ID # *

For example:
Jennifer Smith: J2345678

Must include last

Do you have a nickname or another name you prefer to be called that is not the first name listed above? If so, write it below. If not, leave this blank.

What pronouns best express how you identify yourself? *

she/her/they

he/him/its

they/them/theirs

I don't know what you mean and would like you to explain it to me.

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

BRANDEDSHOW.COM

2023 GRAPHIC DESIGN SENIOR SHOW

Thursday | April 27 | 6-8pm

Fowler Center Grand Hall | A-State Campus

THE WORK

THE HISTORY

BRANDEDSHOW.COM

HOME ABOUT 2023 2022 2021 2020

It is not just a portfolio exhibition. It is a display of students' comprehension and application of graphic design within marketing principles.

- Professional Practices challenges each student with aspects of design, communication, copywriting, packaging, and social media strategy to **understand and grow his/her/their own brand**.
- They do this from the first project of a brand positioning statement, through visual identity development including resumes and cover letters, and all the way through to a functioning website, social media plans, and other self-promotion.
- Students also learn **how to network and find jobs** in the field. Creating comprehensive "Job Hunt Journals", lectures about interviewing and professional communication, and tours of Memphis shops have all prepared students how to apply the theories discussed in the class.
- Beginning in 2018, students create comprehensive business plans and financial forms like estimates and invoices. This is in addition to learning about **taxes and how to begin (and stay in) business**. These skills are important because some students will want to be completely self-employed and others who will work for a larger company should always have a side hustle.
- Prof. Leslie Parker began a new elective course called **Design Entrepreneurship** in 2020. In this class, each student develops a side business and sells work at a Pop-Up Shop in town. This adds even more experience with profits, taxes, and professional networking. The high-quality work developed went directly into his/her/their professional portfolio.

The following are links to each of the two Spring 2023 classes, including syllabi, calendars, all project sheets, lecture slides/links, and other helpful information.

[GRFX-4503 PROFESSIONAL PRACTICE FOR DESIGN + SPRING 2023](#)

[GRFX-4503 PORTFOLIO CAPSTONE + SPRING 2023](#)

BRANDEDSHOW.COM

2023 SENIOR WORK

CARA BOW CREATIVE
CARA BOWLING

[SEE MORE](#)

TERAHETRA
TERRAH GAMES

[SEE MORE](#)

HELIUM DESIGNS
COPPY WESTERN

[SEE MORE](#)

PERSON DESIGN CO
HITENGAH PERSON-

[SEE MORE](#)

KYN DOZ DESIGN
KYNLEY DESIGN

[SEE MORE](#)

CREATIVEXTRA
CHANCE THAYER

[SEE MORE](#)

BRANDEDSHOW.COM

CARA BOW CREATIVE
CARA BOWLING

[SEE MORE](#)

CARA BOWLING

BRAND BOOK

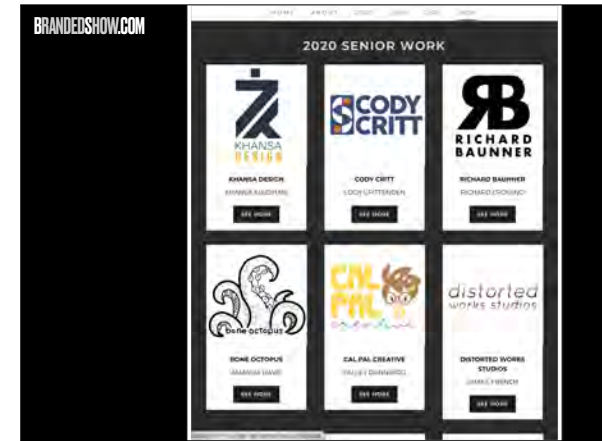
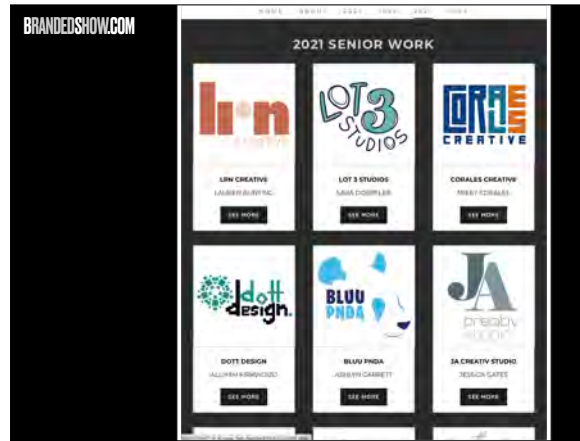
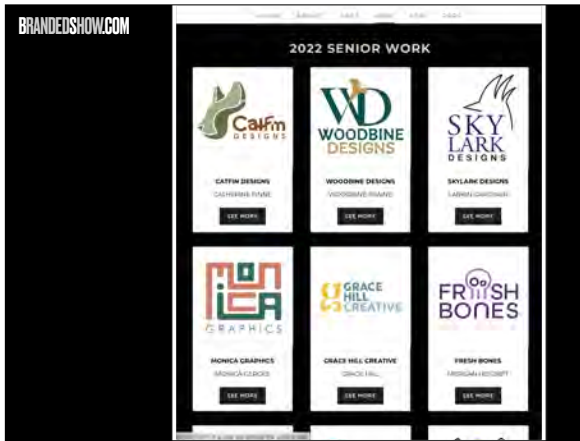
DOWNLOAD PORTFOLIO

RESUMÉ

WEBSITE

Be

PROCESS BOOK



BREAK

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

grfx-4503 professional practice for design

syllabus + calendar

[GRFX 4503 SYLLABUS](#)

[GOOGLE CALENDAR](#)

SUBSCRIBE TO GOOGLE CALENDAR

projects

[SECTION 1 PROJECTS](#)

lecture slides

GRFX 4503 SPRING 2024

section 1

[OBJECTIVES](#)

[PROJECTS](#)

- [BRAND](#)
- [BUSINESS PLAN A](#)
- [IDEA BOARD](#)
- [JOB HUNT JOURNAL](#)

[REGISTRATION](#)

[GOOGLE CALENDAR](#)

OBJECTIVES

objectives

In this course, each student will go through ongoing processes of formulating and defining their brand and all of its expressions - and these are the **best**!

Remember that these and all future projects in this class relate to each other. They inform and build on one another and grow together. It is an organic process.

BRAND

"It's not what YOU say it is, it's what THEY say it is."
— Henry Ford, The Ford Car

THIS IS WHERE WE BEGIN: A brand is not (and) your logo, nor is it (just) your visual identity. It is a collection of all of these things - and all of these things together form and reinforce the perception of a brand for a business or product.

The bottom line is that when a company's mission to strategically engineer your brand's personality, style and all out, it is to realize the future of customer experience you desire. This process should influence your strategy for why you exist, what you do, and how you do it. Your brand is the experience customers have when using business with your company.

BUSINESS PLAN A

You must have a plan. Though this free Business Plan form is more about finding a goal to start your formulating a plan. **This should be fun and exciting as you ignore any obstacles or doubts. Dream big and have a healthy ego for that your own.**

As you continue in your career, remember to constantly be following what if you are employed. It is a long-term goal, so it is only possible to do this, so always take the time.

INTRODUCTIONS

SYLLABUS + CLASS CONTRACT

THE FINAL

BEGIN SECTION 1: BRAND

WHAT IS DUE? + ANNOUNCEMENTS

2024-2025 SPRING 2024

section 1

brand

BACK TO SECTION 1

OVERVIEW

WORKSHOP

1. READ OVERVIEW

2. REVIEW RUBRIC

3. PUT IN ALL DUE DATES

brand

overview

One must use how the concept of a brand applies to the designer's skills. Beyond the marketing service, it is also an investment in one's mental health and longevity of a career in the creative field of work for life. It requires both a consistent perceptual form a business generates to focus, and it also becomes a shield or veil between one's personal worth and the worth one's work and design output in the service of others.

After a week's lecture/discussion, the following will be considered and work on during the first week of class:

- BRAND:** In class, students will use exercises to try to discover what they think their individual brand might be.
- The **BRAND POSITIONING STATEMENT** will then be created. This is an advanced marketing speak of the brand and will be explained throughout the semester as you make your brand come alive. This statement will also be informed by the Business Plan A project.
- PERSONAL MISSION STATEMENT:** Students will complete a Google Docs questionnaire that supplies information to professor and class about each student's experience in the business of design/marketing/social media/etc. that far. This will help formulate a Personal Mission Statement, which should guide the student in relating who they are as a business entity with who they are as a person. Aside from building a personal brand, this also brings awareness to the complementary relationship between personal well-being and professional success.
- RESEARCH:** Students will begin their research on the internet and actual surroundings to find logos and brands with clear explanations of how they feel about them and why they work or don't work. Students also find "brand" of designers/artists/designers in social media and consider the carefully curated content creation.
- WHAT DO YOU WANT TO BE CALLED:** Each student should also start considering whether they'd they would like to represent themselves as something that is an entity. (Professor Design 101 is a person (student's name or nickname). Part of this decision has to do with future goals of doing freelance vs. getting a job with a shop. For example, <https://www.instagram.com/...>

1. READ OVERVIEW

2. REVIEW RUBRIC

3. PUT IN ALL DUE DATES

brand

rubric

For the **BRAND** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All elements turned in on time.
- Participation in class for all of the following workshops:
- Participation in online Brand/Logo Research**, including timely identification and explanation, displaying their understanding of the concept of brand and its relation to logo design.
 - Favorite logo and why?
 - Worst logo and why?
 - Favorite Brand and why?
 - Social Media link to Personal Group/Post and WHY?
- Participation in all class **Branding Exercises**
 - Active engagement in Brand/Logo focus with fellow students
 - Theoretical answers shared as directed on Slack
- The **Brand Positioning Statement** completed shared on Slack
 - Is it memorable, motivating, and focused to the core target group(s)?
 - Does it provide a clear, distinctive, and meaningful picture of the brand?
 - Can the brand own it?
 - Is it credible and believable?
 - Does it evoke emotion?
 - Does it serve as a filter for brand decision making?
- Personal Mission Statement Worksheet** Google Doc completed correctly and on time
- Amidst - Have much did you challenge yourself?
- Time organization skills displayed.

1. READ OVERVIEW

2. REVIEW RUBRIC

3. PUT IN ALL DUE DATES

brand

1. READ OVERVIEW

2. REVIEW RUBRIC

3. PUT IN ALL DUE DATES

DUE > WHAT - WHEN - WHERE
 DUE in threads to posts on Slack channel: #4503_sect_brand by 8:00am on Thurs Jan 11.
 • **BEST BRAND:** URL + explanation
 • **BEST LOGO:** Image (PNG or JPG) + explanation
 • **WORST LOGO:** Image (PNG or JPG) + explanation
 • **STRONG BRAND PRESENCE ON SOCIALS:** URL + explanation

DUE > WHAT - WHEN - WHERE
 • **Exercise #1 thread:** your animal choice and why (all in 1 thread post per student)
 • **Exercise #2 thread:** BEFORE (vs), AFTER (vs) (all in 1 thread post per student)
 • **Exercise #3 thread:** 1 headline
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 If student wishes to finalize to ensure the best grade possible on the BRAND project, the final deadline is 7:55am on Tues Jan 16.

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brand

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BRAND : LOGO : CAMPAIGN + AUDIENCE

BRAND & LOGO RESEARCH/EVALUATION

BRAND ARCHETYPES

BRAND EXERCISES

BRAND POSITIONING STATEMENT

YOUR PERSONAL MISSION STATEMENT

BRAND WORKSHOP DAY 1

BRAND WORKSHOP DAY 2

BRAND : LOGO : CAMPAIGN + AUDIENCE

BRAND & LOGO RESEARCH/EVALUATION

BRAND ARCHETYPES

BRAND EXERCISES

BRAND POSITIONING STATEMENT

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BRAND WORKSHOP DAY 1

BRAND

The perceived emotional corporate image as a whole.

LOGO

A logo identifies a business in its simplest form via the use of logotype, a mark, or both.

Coca-Cola

SNAPCHAT

TARGET

Brand Collateral is the collection of media used to promote the brand and support the sales and marketing of a product or service. It's the tangible evidence of the brand, designed congruent with the brand's core values and personality.

These marketing aids are essential to make the sales effort easier and more effective.

IDENTITY

The visual aspects that form part of the overall brand. *Most immediately is collateral, but it is more than this.*

BRAND vs LOGO

WHAT'S THE DIFFERENCE?

PERSONALITY

Think about a person you know and like. It's probably their personality that makes you like them. A business's personality works in the same way. You must first create a strong personality for your business before your identity can stand out.

IDENTITY

A business's identity is communicated through identifying elements. Your logo, name, colors and other visual elements give your business its identity and make it recognisable.

Change often.

BRAND **LOGO** **IDENTITY** **CAMPAIGNS**

But should always reinforce the brand positioning, strategy, personality, and identity.

WHERE DOES SOCIAL MEDIA CONTENT LIVE?

Change often.

BRAND **LOGO** **IDENTITY** **CAMPAIGNS**

But should always reinforce the brand positioning, strategy, personality, and identity.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

I'm a PC I'm a Mac

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

IT'S NOT WHAT YOU SAY IT IS.

IT'S WHAT THEY SAY IT IS.

YOUR BRAND IS MORE THAN A LOGO.

IT'S HOW OTHERS PERCEIVE YOU.

IT'S NOT WHAT YOU - YOU, BRANDING MANAGER SAY IT IS.

IT'S WHAT THEY - YOUR CONSUMERS SAY IT IS.



BRANDING IS HOW OTHERS PERCEIVE YOU.

BRANDING WANTS A RELATIONSHIP
AND
MARKETING WANTS A TRANSACTION.

BRANDING
VS
MARKETING



1:00-5:04

BRAND : LOGO : CAMPAIGN + AUDIENCE

➔ BRAND & LOGO RESEARCH/EVALUATION

BRAND
WORKSHOP
DAY 1

YOU ≠ YOU™

BRAND ARCHETYPES

➔ BRAND EXERCISES

➔ BRAND POSITIONING STATEMENT

➔ YOUR PERSONAL MISSION STATEMENT

[MENU](#)

workshop

BRAND & LOGO RESEARCH/EVALUATION

Start seeing what is out there through the lens of the knowledge you now have about how a brand relates to a logo or visual identity – or even the personality presented by somebody speaking for the brand. If you take a second to truly consider your perception of any brand (of a product, service, person, etc.), you can figure out how these perceptions are created by the control of all expressions of said brand. Because the primary visual expression of a brand is its logo and the logo is the first project of Section 2, this workshop also explores these marks.

DIRECTIONS

We will start thinking about this in class on Tuesday, January 9th; however, students should take time over the next week to find their best answers. Find the following and consider why you have formed this opinion. Then post in the thread asking for this and your reasoning behind it.

To post in an thread on Slack, either click on **reply** below the post or use this icon on the choices that show up when you hover over the post.



4503_sec1_brand

BRAND
WORKSHOP
DAY 1



Prof. Nikki Arnell 3:03 PM

To begin in class on Tues Jan 9, DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

BEST BRAND:

Upload one URL to the home page of your favorite brand and a brief explanation (2-3 sentences) of why you love it.
Remember that a brand is more than a logo. What does the company/service stand for? How do you perceive it? What does loyalty to this brand say about you?
Answer **IN THE THREAD** to the post.

1 reply 4 days ago

4503_sec1_brand

BRAND
WORKSHOP
DAY 1



Prof. Nikki Arnell 3:08 PM

To begin in class on Tues Jan 9, DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

BEST LOGO

Upload one image (PNG, GIF, or JPG) of your favorite logo and a brief explanation (2-3 sentences) of why you love it.
Remember that successful logos must work in a small format and shouldn't rely on color. A logo IS NOT just a small, intricate illustration.
Answer **IN THE THREAD** to the post.

1 reply 4 days ago

4503_sec1_brand

BRAND
WORKSHOP
DAY 1



Prof. Nikki Arnell 3:08 PM

To begin in class on Tues Jan 9, DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

WORST LOGO

Upload one image (PNG, GIF, or JPG) of what you think is the worst logo and a brief explanation (2-3 sentences) of why this is an atrocity.
Answer **IN THE THREAD** to the post.

1 reply 4 days ago

4503_sec1_brand

BRAND
WORKSHOP
DAY 1



Prof. Nikki Arnell 3:08 PM

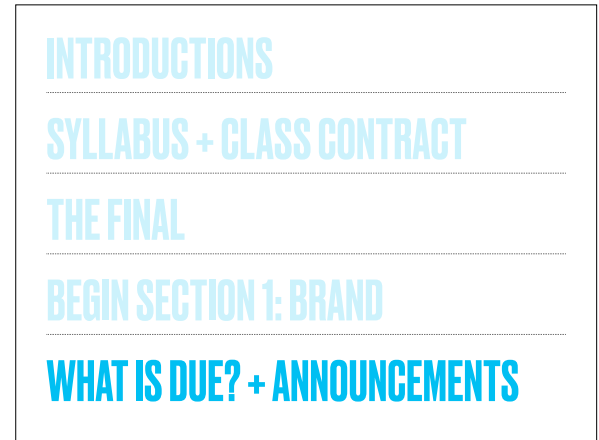
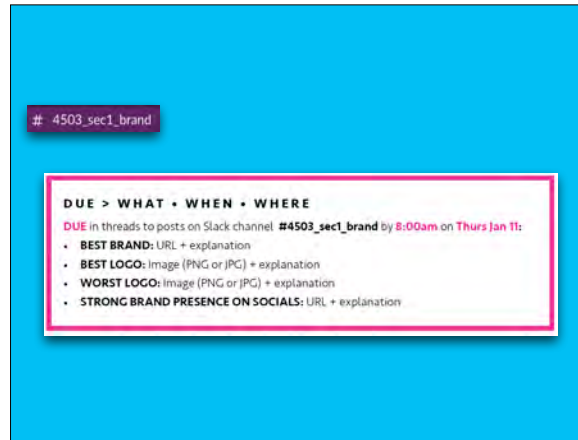
To begin in class on Tues Jan 9, DUE 8am Thurs Jan 11.

BRAND & LOGO RESEARCH/EVALUATION:

STRONG BRAND PRESENCE ON SOCIALS

Upload one URL to social media home page on a platform like Instagram of a favorite designer/group/collection (not just one post, but the home page on that platform). Also include a brief explanation (2-3 sentences) of why you love him/her/their/it.
Answer **IN THE THREAD** to the post.

1 reply 4 days ago



- DUE BY END OF DAY TODAY:**
- Class Contract submitted (not due until tomorrow, but just do now.)
 - Bookmark nikkiarnell.net on server you are using.
- Slack:**
- Download Slack on devices
 - Set up notifications.
- Google Drive:**
- Sign into Google Drive.
 - Find shared folder (see A-State email) for class.
 - Make shared folder viewable in your drive.
- DUE BY START OF CLASS THURSDAY:**
- Brand Posts on #4503_sec1_brand submitted

