

SPRING 2025

# GRFX-4503 PROFESSIONAL PRACTICE FOR DESIGN

COURSE INTRODUCTION

The 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 the degree. Earning a 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-4003 Portfolio Capstone.

**INTRODUCTIONS**

**SYLLABUS = CLASS CONTRACT**

**CANVAS**

**LAB COMPUTERS**

**ALL OF THE PIECES = THE FINAL**

**BEGIN SECTION 1: BRAND**

**WHAT IS DUE? + ANNOUNCEMENTS**

**INTRODUCTIONS**

**SYLLABUS = CLASS CONTRACT**

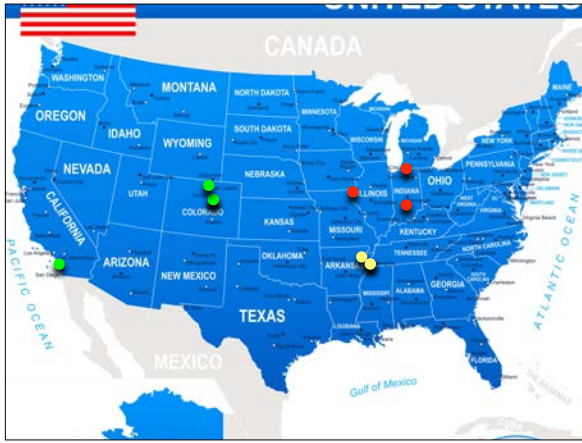
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**WHAT IS DUE? + ANNOUNCEMENTS**



**NIKKIARNELL.COM**

**PROF. NIKKI ARNELL**

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

designer + educator + researcher

portfolio

academic conference presentations

**NIKKIARNELL.NET**

**COURSEWORK MATERIALS HERE AND ON CANVAS**

spring 2025 classes  
professor arnell

Please use this entire site for information to guide you in your academic studies at Arkansas State University. Contact me if you have questions, and have a great semester!

Instructor: Professor Nikki Arnell

- Office: 455 3005
- Phone: 303-842-5029 • cell or text
- Email: [narnell@astate.edu](mailto:narnell@astate.edu) / EN
- Professional Site: [www.nikkiarnell.com](http://www.nikkiarnell.com)

Please give kudos on your courses, Canvas, and Canvas LMS and I will be happy to help you to succeed.

	MON	TUES	WED	THURS
8am				
9am		GRFX-4503 Professional Practice Lib 336		GRFX-4503 Professional Practice Lib 336
10am				
11am				

PROF. ARNELL  
SPRING 2025  
OFFICE HOURS:  
TUES • THURS  
7:25-10:00 am

**INTRODUCTIONS**

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Course Information

Course Description

Teaching Methods

Required Materials

Optional Materials

Learning Outcomes

Course Assessment and Evaluation Procedures

Course Schedule/Outline

Course Policies

University Policies

2025 Spring GRFX 4503 L Lab updated Jan 6, 2025

GRFX 4503 CRN: 0 14516  
PROFESSIONAL PRACTICE  
2025 Spring


**STATE**

College of Liberal Arts and Communication  
Art + Design Department

**Credits:** 3

**Meeting Time and Location:** T 1000-1100 Lib Library 336 37U  
R 1000-1100 Lib Library 336 37U

**Instructor Information**

 **Name:** Nikki "Nikki" Arnell  
**Title:** Associate Professor  
**Email:** [narnell@astate.edu](mailto:narnell@astate.edu)  
**Phone:** 303-842-3039  
**Office:** 455-3005  
**Office Hours:** TUESDAYS 7:25-10am (HSS3005), 4:05-6:00pm (L3336), THURSDAYS 7:25-10am (HSS3005), 4:30-5:20pm (L3336), and by appointment other days  
**Additional Information:**  
See coursework materials on Canvas and <http://www.nikkiarnell.com/>

**Course Description**

Course Information  
 Course Description  
 >Teaching Methods  
 >Required Materials  
 >Optional Materials  
 Learning Outcomes  
 Course Assessment and Evaluation Procedures  
 Course Schedule/Outline  
 Course Policies  
 University Policies

**TEACHING METHODS:**

- Attendance is strictly enforced by the professor. Consequences for not attending will severely impact course grade.
  - This class is taught face-to-face, unless the university deems otherwise during the semester.
- This course is based on group lecture and examination plus a minimum of 8 hours of work, but at least each week. See Dept. of Art + Design Student Handbook, page 6 "Definition of a Credit Hour, Student Classes."
  - Canvas (and possibly Webex) will be used in addition to the class website on asynchronous.
- Participation is key throughout the class. Though attending class is important, being an active contributor is crucial. Professional Communication is also a significant portion of this grade.
- Reading and study are required in this course to further inform future job acquisition. The textbook has been replaced with assigned (online) readings and primary sources that are required, linked in Canvas. Quiz questions are possible at any time over assigned readings.
- Writing expectations are high in this course. Excellent spelling and grammar are not acceptable. As explained above, professional communication is important. Punctuation and use of the full version of Grammarly (or similar) is highly recommended.
- Any special requirements must go through Access & Accommodation Services.
  - Each project will have a Project Sheet interactive PDF. These will be available on class website.
  - Projects are split up into 4 sections in this class. Therefore, student will receive multiple projects within one larger "Section PDF".
  - It is imperative that student have command of both/their time management and communication skills, independent study is key throughout the class. Student should view schedule and read/their calendar at the beginning of the semester and also time around due dates. procrastination should not be a habit.
  - If student does not understand something, please speak to the professor as soon as possible, but **at** you have read over all materials provided for the course.

Required Textbooks & Materials

Course Information  
 Course Description  
 >Teaching Methods  
 Required Materials  
 Optional Materials  
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**Required Materials**

- Figma**
- Logo Modernism**  
 ISBN: 3030442306  
 Authors: John Miller  
 Publisher: Taschen
- The Brand Gap: How to Bridge the Distance Between Strategy and Design**  
 Subtitle: 2nd Edition  
 ISBN: 0130303172  
 Authors: Marty Neumeier
- Logos That Last: How to Create Iconic Visual Branding**  
 ISBN: 0130303172  
 Authors: Alan Peppers
- DIGITAL MARKETING CONTENT CREATION: Engaging Your Target Audience**  
 Subtitle: (Mastering Business Communication: The Ultimate Guide for Success)  
 ISBN: 1302620001  
 Authors: John Lewis  
 Publisher: Boston Tempus LLC

Program Learning Outcomes

Course Information  
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**Learning Outcomes**

- Functional understanding of how to continue learning technology, recognizing that technological change is constant.
- Functional capability to shape and create technological tools and systems to address communicative problems and further communication goals.
- Ability to recognize and analyze the social, cultural, and economic implications of technology or message creation and production and on human behavior, and to incorporate results into design decisions.
- Functional knowledge of professional design practices and processes including, but not limited to professional and ethical behaviors and intellectual property issues such as patents, trademarks, and copyrights.

**Course Assessments and Evaluation Procedures**

**OVERVIEW**

- Students are continually assessed of skills learned in lectures() and assigned reading that are then applied in projects through student's creative visual problem solving to objectives listed in project sheet.
- Assessment is completed in each project on a letter grade with a written critique of overall comments and points specific to each project. See rubric on project sheet.

**COURSE GRADE**

- Each project is worth an equal amount. In other words, there is no final project grade that is worth more than others in the course.
- The course grade will be based on projects (80%), performance at the Sector Show (15%), and class participation (5%). Percentages **do not** equate. See how attendance affects grade.

Course Information  
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**EXTRA CREDIT**

- Extra credit is available to help increase (over) course grade. Options for extra credit:
  - classroom environment. This includes in-class discussions, whether face-to-face or online.
  - If a student is unable to attend, it is required to speak to the professor as soon as possible so that they may discuss with student how to best overcome this. Any other medically documented reason for not participating in class will only be accepted via Access and Accommodation documentation, as the center also provides solutions for success.
  - See also how active presence in class affects Participation grade in Course Policy: Learning During Class.

**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 **at** you have read over all materials provided for the course.

Course Schedule/Outline

Date	Assignment Name	Assign Type	Points
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**Course Schedule/Outline**

Section #	Section Name	See Canvas and Project Sheets	See Canvas and Project Sheets
3/24/25	SECTION 1: Business Plan II, Financial Forms, Social Media	See Canvas and Project Sheets	See Canvas and Project Sheets
3/25/25	SECTION 2: Social Media, Interactive Visual Identity and Subtypes, Additional Publicity	See Canvas and Project Sheets	See Canvas and Project Sheets
4/1/25	SECTION 3: Social Media, Interactive Visual Identity and Subtypes, Additional Publicity	See Canvas and Project Sheets	See Canvas and Project Sheets
4/14/25	SECTION 4: Social Media, Interactive Visual Identity and Subtypes, Additional Publicity	See Canvas and Project Sheets	See Canvas and Project Sheets
4/21/25	SECTION 5: Social Media, Interactive Visual Identity and Subtypes, Additional Publicity	See Canvas and Project Sheets	See Canvas and Project Sheets
4/28/25	BRAND DESIGNER: Design Brand Show	See Canvas and Project Sheets	See Canvas and Project Sheets
5/5/25	FINALE WEEK (Schedule Final Tuesday, May 6 9-12pm)		

Information Required to Know

# ATTENDANCE

- \* Class will begin at **8:15am**.
- \* The door will be open by 8:10.
- \* I will take attendance at **8:15am**. **DO NOT BE LATE.**

**INTRODUCTIONS**  
**SYLLABUS = CLASS CONTRACT**  
**CANVAS**  
**LAB COMPUTERS**  
 ALL OF THE PIECES - THE FINAL  
 BEGIN SECTION 1: BRAND  
 WHAT IS DUE? • ANNOUNCEMENTS

Canvas LMS interface showing course structure:

- HOME
- Single Syllabus
- Modules
- Grades
- People

**RULES**

- SECTION 1
- SECTION 2
- SECTION 3
- SECTION 4

**SECTION 1: BRAND**

- 2025 Term, PRACTICE YOUR DESIGN SKILLS: APR 22 at 7:30am
- 2025 Term, PRACTICE YOUR DESIGN SKILLS: APR 22 at 7:30am
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**Final course grade computation in Canvas should be taken with caution, as the final math is not weighted correctly in the platform. If student is ever unsure of a grade, please contact professor in person.**

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**PLEASE GO TO  
"YOUR" COMPUTER.**

**YOU ARE ONE USER  
(OF MANY) ON THAT  
ONE COMPUTER.**

**YOU ARE ONE USER = ACCOUNT**

**LAB COMPUTER:**  
Your settings can be saved on that computer, but they won't transfer to another computer - even in this networked lab.

**YOUR PERSONAL COMPUTER:**  
You are probably the only User, but you also can (probably) create multiple User settings. For example, creating separate WORK and GAMER user settings.

**YOU ARE ONE USER = ACCOUNT**

**LAB COMPUTER:**  
Your settings can be saved on that computer, but they won't transfer to another computer - even in this networked lab.

\* FYI: You can usually work anytime on a lab computer in LIB-336 on Tuesday or Thursday while I'm teaching as long as you are quiet and there is room. You might not be able to use "your computer" if somebody else is on it, so be sure to save things to an external drive.

**BREAK**

INTRODUCTIONS  
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BEGIN SECTION 1: BRAND  
WHAT IS DUE? + ANNOUNCEMENTS

SECTION 1  
SECTION 2  
SECTION 3  
SECTION 4  
FINAL WORK

SECTION 1  
SECTION 2  
SECTION 3  
SECTION 4  
FINAL WORK

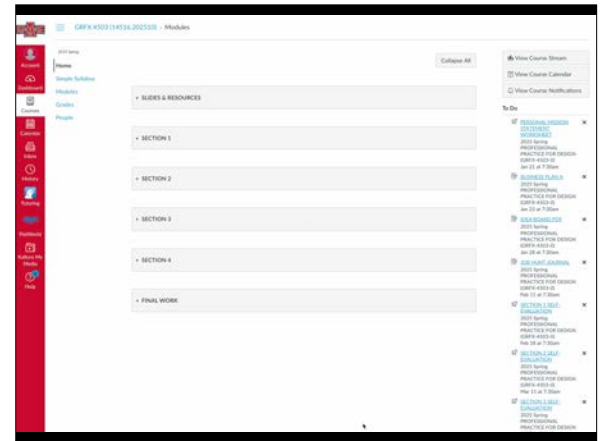
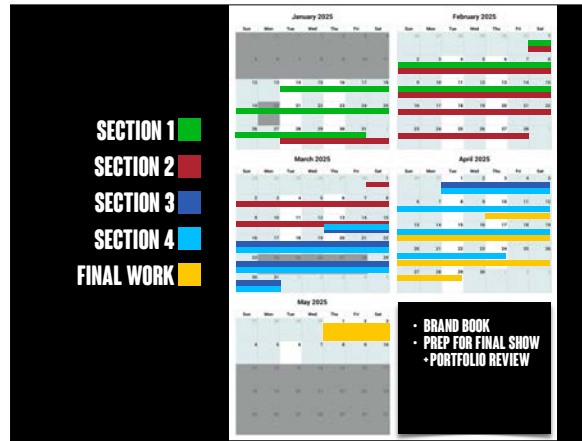
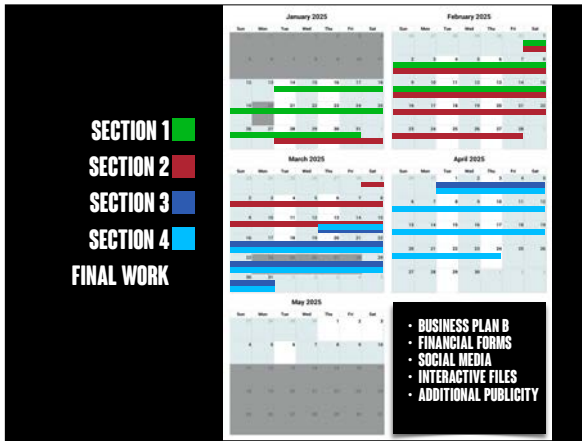
- BRAND
- BUSINESS PLAN A
- IDEA BOARD
- JOB HUNT JOURNAL

SECTION 1  
SECTION 2  
SECTION 3  
SECTION 4  
FINAL WORK

- LOGO
- VISUAL IDENTITY
- BUDGET
- WEBSITE
- REFERENCES

SECTION 1  
SECTION 2  
SECTION 3  
SECTION 4  
FINAL WORK

- VISUAL GUIDELINES
- RESUME
- COVER LETTER
- BRAND BOARD



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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.

GRA 4003 PROFESSIONAL PRACTICE FOR DESIGN - SPRING 2023

GRA 4003 PORTFOLIO CAPSTONE - SPRING 2023

BRANDEDSHOW.COM

HOME ABOUT 2024 2023 2022 2021 2020

BRANDED2024  
 GRAPHIC DESIGN SENIOR SHOW

BRADBURY ART MUSEUM  
 OPENING NIGHT: APRIL 25 5-6:30 PM  
 EXHIBITION RUNS APRIL 25 - MAY 1

THE WORK

THE HISTORY

BRANDEDSHOW.COM

HOME ABOUT 2023 2022 2021 2020

2023 SENIOR WORK

<b>ICARABOW</b> creative CARA BOW CREATIVE CARA BOWLING SEE MORE	<b>TERAH TERRA</b> TERAH TERRA TERAH TERRA COTY WESTERN SEE MORE	<b>HEVELIUM</b> DESIGNS HEVELIUM DESIGNS COTY WESTERN SEE MORE
<b>PERSON</b> DESIGN CO REBEKAH PERSON SEE MORE	<b>KYN DOZ</b> DESIGN KYN DOZ DESIGN KYNLEY DOZIER SEE MORE	<b>CREATIVEXTRA</b> CHLOE TYNER SEE MORE

BRANDEDSHOW.COM

HOME ABOUT 2023 2022 2021 2020

2022 SENIOR WORK

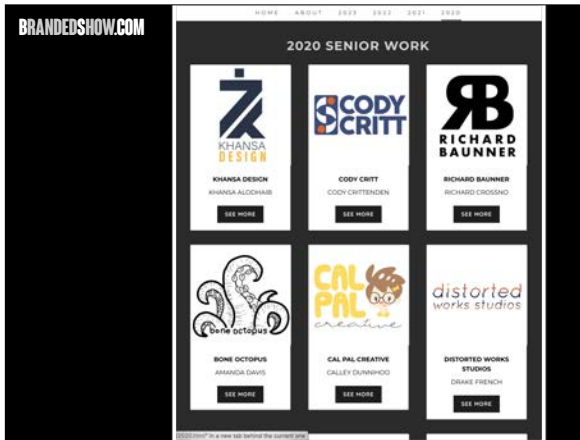
<b>CATFIN</b> DESIGNS CATHERINE FINNE SEE MORE	<b>WOODBINE</b> DESIGNS WOODBINE DESIGNS WOODBINE FRAYNE SEE MORE	<b>SKYLARK</b> DESIGNS LAKIN GARDNER SEE MORE
<b>MON</b> GRAPHICS MONICA GRAPHICS MONICA GERGES SEE MORE	<b>GRACE HILL</b> CREATIVE GRACE HILL GRACE HILL SEE MORE	<b>FRESH BONES</b> MORGAN HOGGETT SEE MORE

BRANDEDSHOW.COM

HOME ABOUT 2023 2022 2021 2020

2021 SENIOR WORK

<b>LIN</b> CREATIVE LAUREN BLUNTING SEE MORE	<b>LOT 3</b> STUDIOS SARA DOERFLER SEE MORE	<b>CORALES</b> CREATIVE MIKEY CORALES SEE MORE
<b>DOTT</b> DESIGN ALLIYAH KIRKWOOD SEE MORE	<b>BLUU</b> PANDA ASHLYN GARRETT SEE MORE	<b>JA</b> creativestudio JESSICA GATES SEE MORE



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GRFX 4503 SPRING 2025

MENU

# objectives

In this course, each student will go through ongoing process of formulating and defining one's brand and all of its expressions – **and these are the first steps!**

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.

- IDEA BOARD
- JOB HUNT JOURNAL
- SELF-EVALUATION

**BRAND**

**"It's not what YOU say it is. It's what THEY say it is."**  
 Marty Neumeier, *The Brand Gap*

**This is where we begin.** A brand is not (just) your logo, nor is it (just) your visual identity. A brand is at the core of all of these things – and all of these things together form and reinforce **the perception** (= brand) for a business or product.

The Bottom Line is that if there is one primary reason to strategically engineer your brand's persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every point of contact from the tone of marketing communications to the brand's visual style and design to how you dress when you show up in one of your Instagram shots (or get tagged in another company's shot).  
**Your brand is the experience customers have when doing business with your company.**

Tues Jan 14 - Tues Jan 21

**BUSINESS PLAN A**

You must have a plan, though this first Business Plan form is more about finding a goal to then begin formulating a plan. **This should be fun and exciting as one ignores any obstacles or doubts. Dream big and have a healthy ego to find your voice.**

As you continue in your career, remember to constantly do the following even if you are employed by a large company. Job security is rarely promised in this field, so always take this seriously.

2

Every few years throughout your career, write down your goals and work out how you're going to achieve them according to your present abilities and life circumstances.

- Look at your ideas critically.
- Plan your next steps and work to a timeline.
- Research aspects of your business and industry that about which you don't know.
- Brainstorm your ideas and research into a practical plan.

Thurs Jan 16 - Tues Jan 21

**BUSINESS PLAN A | GRFX**

**IDENTITY**

What's your full name?  
 Repeat this test with your answer.

What do you like to eat? A food that has a business that is known for that?  
 Repeat this test with your answer.

What is the location of your business?  
 (something that is important to the U.S.)  
 Repeat this test with your answer.

**S.M.O.T.**

What is your full name?  
 Repeat this test with your answer.

What do you like to eat?  
 Repeat this test with your answer.

What is the location of your business?  
 (something that is important to the U.S.)  
 Repeat this test with your answer.

**YOUR PRODUCTS AND SERVICES:**

Example provided and your skills below  
 Repeat this test with your answer.

**YOUR FUTURE:**

Where do you see yourself in 10 years?  
 Repeat this test with your answer.

Where do you see yourself in 20 years?  
 Repeat this test with your answer.

How are you going to make this happen?  
 Repeat this test with your answer.

**YOUR COMPETITION:**

Explain what you think your brand competitors might be in relation to the following. Describe the qualities of an ideal competitor who would be competitive. In other words, who would be your brand of you?  
 Repeat this test with your answer.

**YOUR CLIENTS (AN IDEAL CLIENT AND ONE FOR COMPANY AT BRANCH YOU WANT)**

Who is your ideal client?  
 Repeat this test with your answer.

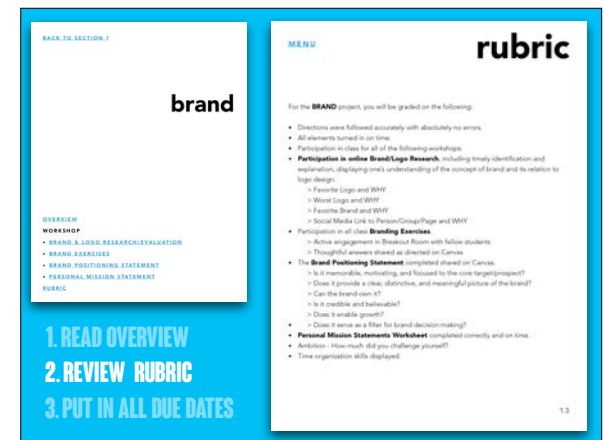
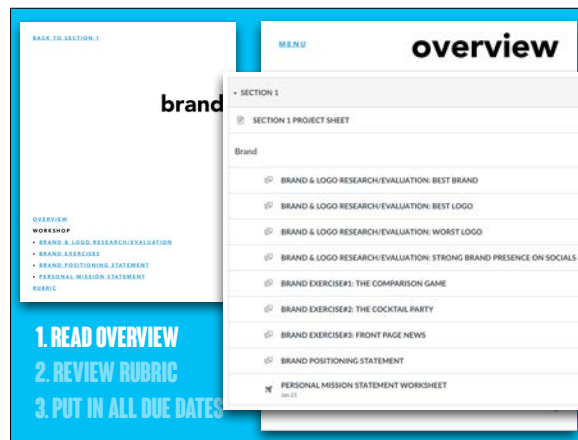
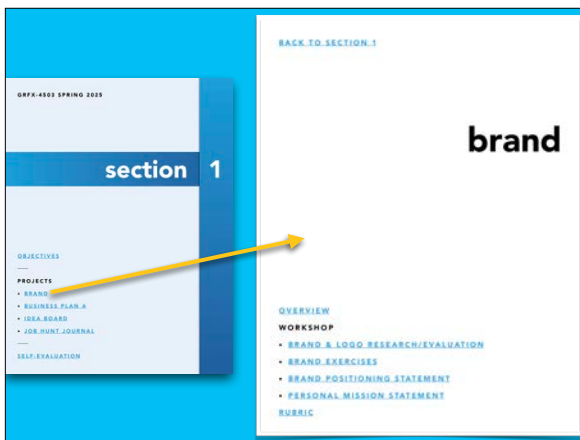
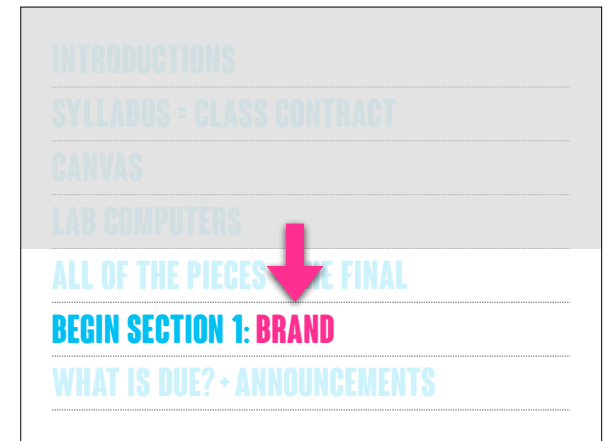
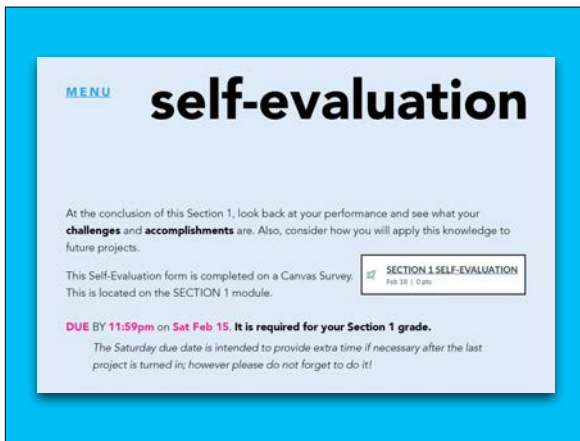
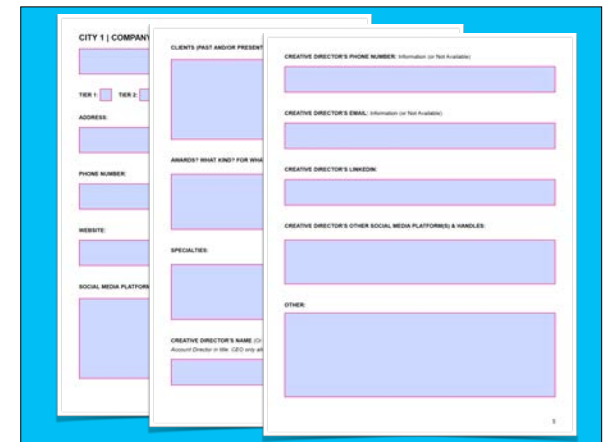
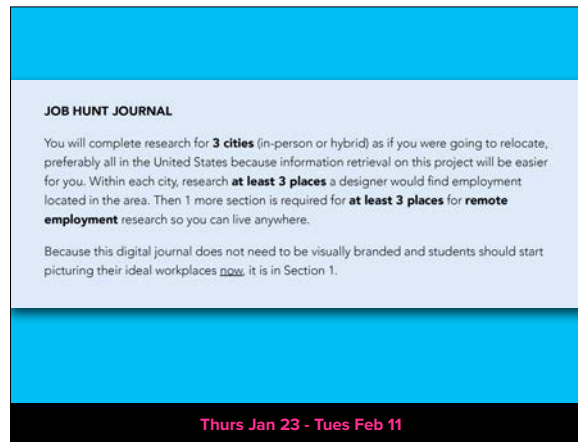
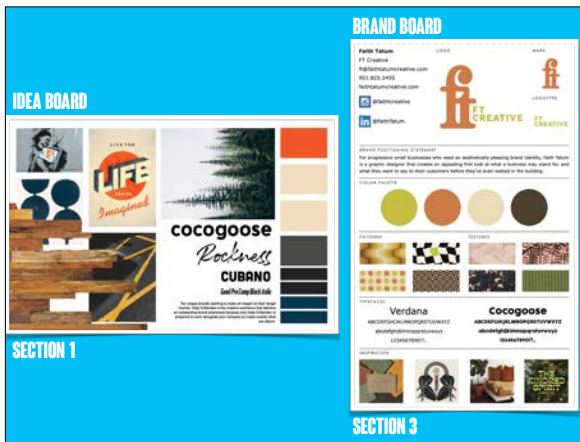
Who is your ideal client?  
 Repeat this test with your answer.

**IDEA BOARD**

**Begin visually exploring** how to express what you want your brand to be! Maybe this will look nothing like your Brand Board in Section 3, but you have to start somewhere. **HAVE FUN!** What do you like and how do you think you want your brand to be expressed?

InDesign will be used to create an idea board that is the hybrid of a traditional mood board and a brand board. A mood board is often more about color, pattern, and imagery while a brand board displays examples that are evolved from a developed identity. This Idea Board will ask for the desired **typography, patterns, colors, textures, imagery, and optional writing tone samples and paper.**

Tues Jan 21 - Tues Jan 28



**workshop 1**  
BRAND & LOGO RESEARCH/EVALUATION

**DUE > WHAT • WHEN • WHERE**  
DUE in Moodle to Canvas Discussion by 7:00am on Thurs Jan 14:  
• **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

**workshop 2**  
BRAND EXERCISES

**DUE > WHAT • WHEN • WHERE**  
DUE in Moodle to Canvas Discussion by 7:00am in class on Thurs Jan 14:  
If student wishes to finalize to ensure the best grade possible on the BRAND project, the final deadline is 7:00am on Tues Jan 21.

**workshop 2**  
BRAND POSITIONING STATEMENT

**DUE > WHAT • WHEN • WHERE**  
DUE in Moodle to Canvas Discussion by 7:00am in class on Tues Jan 21.

**workshop 2**  
PERSONAL MISSION STATEMENT WORKSHEET

**DUE > WHAT • WHEN • WHERE**  
DUE by 7:00am on Tues Jan 21.

**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**

**BRAND WORKSHOP DAY 2**

**BRAND : LOGO : CAMPAIGN + AUDIENCE**

➔ **BRAND & LOGO RESEARCH/EVALUATION**

**BRAND WORKSHOP DAY 1**

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**YOU ≠ YOU™**

**BRAND ARCHETYPES**

➔ **BRAND EXERCISES**

➔ **BRAND POSITIONING STATEMENT**

➔ **YOUR PERSONAL MISSION STATEMENT**

**1**

**BRAND**

The perceived emotional corporate "personality" as a whole.

**1**      **2**

**BRAND**      **LOGO**

The perceived emotional corporate "personality" as a whole.

A logo identifies a business in its simplest form via logotype, mark, or both. It is the **primary visual identifier** of the brand's intangible "personality".

**1**      **2**      **3**

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

The perceived emotional corporate "personality" as a whole.

A logo identifies a business in its simplest form via logotype, mark, or both. It is the **primary visual identifier** of the brand's intangible "personality".

The complete set of visual elements used to portray a brand, including the logo, color palette, typography, imagery, and overall design style, creating a cohesive look across all brand touchpoints.

**THESE SHOULD NOT CHANGE OFTEN (EVER?)**

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

The perceived emotional corporate "personality" as a whole.

A logo identifies a business in its simplest form via logotype, mark, or both. It is the **primary visual identifier** of the brand's intangible "personality".

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

The perceived emotional corporate "personality" as a whole.

A logo identifies a business in its simplest form via logotype, mark, or both. It is the **primary visual identifier** of the brand's intangible "personality".

The complete set of visual elements used to portray a brand, including the logo, color palette, typography, imagery, and overall design style, creating a cohesive look across all brand touchpoints.

**CHANGE OFTEN**

**CAMPAIGNS**

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

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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.

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BRANDING vs MARKETING

1:00-5:04



CHANGE OFTEN



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MARKETING





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**MARKETING WANTS A TRANSACTION.**

**BRANDING WANTS A RELATIONSHIP.**

**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 1**

**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 14th; however, students should take time over the next days 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. **Post in Discussion threads on Canvas SECTION 1 : Brand.**

**BRAND WORKSHOP DAY 1**

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

**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?

**Reply**

**BRAND WORKSHOP DAY 1**

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

**BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO**

Upload one image (PNG, GIF, or JPG only - HEIC AND PDF WILL NOT SHOW) 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 good logo is NOT a small, intricate illustration.

**Reply**

**BRAND WORKSHOP DAY 1**

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

**BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO**

Upload one image (PNG, GIF, or JPG only) of what you think is the worst logo and a brief explanation (2-3 sentences) of why it is so bad.

**Reply**

**BRAND WORKSHOP DAY 1**

Brand

- BRAND & LOGO RESEARCH/EVALUATION: BEST BRAND
- BRAND & LOGO RESEARCH/EVALUATION: BEST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: WORST LOGO
- BRAND & LOGO RESEARCH/EVALUATION: STRONG BRAND PRESENCE ON SOCIALS

**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/collective. **DO NOT submit a URL of one post.** I want their main page on the platform. Also, include a brief explanation (2-3 sentences) of why you like him/her/them/it.

**Reply**

**workshop 1**

**BRAND & LOGO RESEARCH/EVALUATION**

**DUE > WHAT • WHEN • WHERE**

**DUE** in threads to Canvas Discussion by **7:30am on Thurs Jan 16:**

- 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

INTRODUCTIONS

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SYLLABUS = CLASS CONTRACT

---

CANVAS

---

LAB COMPUTERS

---

ALL OF THE PIECES = THE FINAL

---

BEGIN SECTION 1: BRAND

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WHAT IS DUE? + ANNOUNCEMENTS

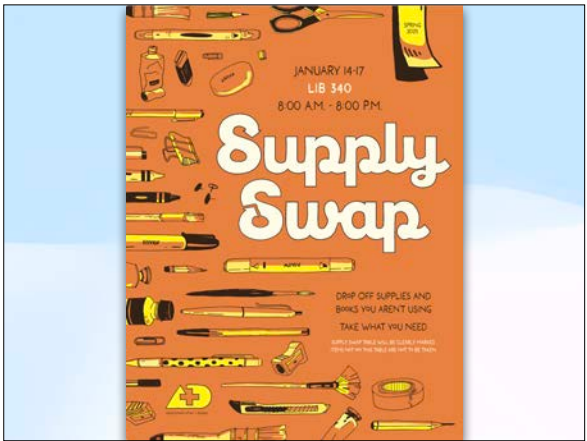
---

**DUE BY END OF DAY TODAY:**


- \* "Class Contract" submitted
- \* Bookmark [nikkiarnell.net](http://nikkiarnell.net) on web server(s) you use

**DUE BY START OF CLASS THURSDAY:**

- \* The 4 Brand Discussion posts from today's on Canvas
- \* Only the first 4!



**DOWNLOAD WEBEX ON YOUR PHONE/TABLET**



**THEN JOIN THESE ART & DESIGN ORGANIZATION SPACES**

