



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Fall
Course Prefix: ART
Course Title: Branding II

Year: 2025
Course and Section #: 3450-001
Credits: 3

Course Description

Teaches concept and theory behind brand identity and package design. Covers how to conduct research to ensure designs are conceptually appropriate and targeted. Includes creation of collateral that supports campaign criteria.

Course Attributes

This course has the following attributes:

- ☐ General Education Requirements
- ☐ Global/Intercultural Graduation Requirements
- ☐ Writing Enriched Graduation Requirements
- ☒ Discipline Core Requirements in Program
- ☐ Elective Core Requirements in Program
- ☐ Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Patrick Wilkey

Student Learning Outcomes

1. Generate successful concepts and packaging for the product;
 2. Develop conceptual branding solutions appropriate for a specific audience;
 3. Critique their own designs and others as they relate to the packaging of a product;
 4. Utilize effective typographic skills as they apply to packaging.
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Course Materials and Texts

Designing Brand Identity, 6th edition, by Alina Wheeler, Rob Meyerson, ISBN: 978-1118980828

Course Requirements

Course Assignments, Assessments, and Grading Policy

Points are earned for the following assignments:

Assignment 1-A: Co-Branding Logo Design = 15 Points

Assignment 1-B: Co-Branding Campaign Element Design = 18 Points

Assignment 2-A: Public Service Logo Design = 15 Points
Assignment 2-B: Public Service Campaign Element Design = 18 Points
Assignment 3-A: Product Line Logo Design = 15 Points
Assignment 3-B: Product Line Campaign Element Design = 18 Points
Assignment 4: Logo In A Sentence = 1 Point

TOTAL=100

Per university policy, the following grading scale will be used to calculate all grades:

A	94–100
A-	90–93.9
B+	87–89.9
B	84–86.9
B-	80–83.9
C+	77–79.9
C	74–76.9
C-	70–73.9
D+	67–69.9
D	64–66.9
D-	60–63.9
E	0–59.9

As described on the UVU Academic Policies & Standards web page, “The letter grade “A” is an exceptional grade indicating superior achievement; “B” is a grade indicating commendable mastery; “C” indicates satisfactory mastery and is considered an average grade; “D” indicates substandard progress and insufficient evidence of ability to succeed in sequential courses; “E” (failing) indicates inadequate mastery of pertinent skills or repeated absences from class; “UW” indicates unofficial withdrawal from class.”

You are allowed to take up to four discretionary absences during the semester without impacting your final grade. This is intended to accommodate everyday interruptions such as illness, car problems, work meetings, weddings, etc.

Each additional absence will be considered unexcused and will lead to an overall reduction of your final grade by two grade increments. This simply means your final grade will drop down two rows as shown on the table in the Grading section, e.g. an A will become a B+.

Not attending the course final will also lead to an overall reduction of your final grade by two grade increments. As such, please make sure you don't knowingly or inadvertently schedule an event like a trip that will conflict with the timing of the course final.

Leaving class early without permission and a valid reason will be counted as an absence. Please talk to your instructor if you have a pressing need to leave early.

If you need to stay at home due to illness but still feel it's important for you to participate in class, please email your instructor at least 15 minutes before class starts to ask if you may join on Teams. If you join class online, your attendance will be recorded as present. However, this special accommodation will not be extended for more than two classes in a row unless you have a formal accommodation provided by UVU Accessibility Services.

Three tardies will be counted as one absence.

In the event of an absence, please work with a classmate to get all of the necessary lecture notes, assignment information, and announcements you may have missed.

You may appeal an absence or tardy based on valid, extenuating circumstances. Extenuating circumstances are major disruptive events such as an incapacitating illness, the death of an immediate family member, a change in work schedule imposed by an employer, or other circumstances deemed by your instructor to be similarly unavoidable and consequential. Documentation of such circumstances is usually required.

It is your responsibility to keep track of how many absences and tardies you accrue during the semester. You may, however, verify running totals with your instructor at any time.

Required or Recommended Reading Assignments

Designing Brand Identity, 6th edition, by Alina Wheeler, Rob Meyerson, ISBN: 978-1118980828

General Description of the Subject Matter of Each Lecture or Discussion

Module 1: Co-Branding Campaign / 5 weeks

Beginning with the design of a meaningful logo, brand strategy, and concept, a brand identity will be further developed into a campaign comprised of additional branding element(s) with a special focus on principles relating to co-branding.

Module 2: Public Service Campaign / 5 weeks

Beginning with the design of a meaningful logo, brand strategy, and concept, a brand identity will be further developed into a campaign comprised of additional branding element(s) with a special focus on principles relating to how designers can help make the world safer and better through public awareness.

Module 3: Product-Line Campaign / 6 weeks

Beginning with the design of a meaningful logo, brand strategy, and concept, a brand identity will be further developed into a campaign comprised of additional branding element(s) with a special focus on principles relating to brand architecture, product positioning, and product lines.

Required Course Syllabus Statements

Generative AI

AI is not a replacement for your human creativity, originality, and critical thinking. Those skills should be developed over time as you prepare for a career as an ethical and successful designer.

However, UVU recognizes that the use of generative AI tools can be useful for *supporting* your work.

The use of AI tools is permitted for the following activities:

- Brainstorming subject matter themes.
- Creating mood boards for visual inspiration.
- Checking spelling, grammar, and punctuation.

The use of AI tools MAY be permitted for the following activities when specifically indicated by your instructor:

- Generating written content for *part* of an assignment such as the text for a page layout project.
- Creating or modifying images for *part* of an assignment such as the images for a page layout project.

The use of AI tools is NOT permitted for the following activities:

- Producing process work such as sketches and comps.
- Producing final work such as pictograms, posters, page layouts, logos, packaging, interfaces, and essays.

Ultimately, the best policy is to use your human creativity, originality, and critical thinking to generate your own unique ideas and create all of your own work.

It is your responsibility to:

- Ask your instructor if it's acceptable to use AI for any part of an assignment.
- Disclose how you've used AI for any part of an assignment. This should be done in class or in the comments section in Canvas when producing process work or submitting final work.

Any unauthorized use of AI will be considered to be plagiarism which, as described in the Cheating and Plagiarism section, can result in either a failing grade for the affected test or assignment or a failing grade for the entire course.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as

participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.