

## Department of Art Syllabus

### I. ART 6807 *Branding Theory*, 3 Credit Hours, Online

*This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.*

### II. PREREQUISITES

Graduate standing in Art required; ART 5612

### III. TEXTBOOK

None

### IV. COURSE DESCRIPTION

This course is designed to provide a comprehensive exploration and application of the branding process in response to the product life cycle and other dynamic conditions of industry.

### V. RATIONALE

For both the M.F.A. and the M.S. degrees in Graphic Design, this course will be a Graphic Design-related course option that can ensure that each degree program formally addresses all aspects of Graphic Design: the experience; Graphic Design history, interactive media, branding, and building strategies for design campaigns. The university enables students to utilize their skills, talents, and abilities as they pursue meaningful careers, life-long learning, and service to God and others. The university emphasizes those which offer opportunities for service.

### VI. LEARNING OBJECTIVES AND OUTCOMES

The graduate student will be exposed to the concept of branding and designing a brand with consideration to the life of the brand as opposed to only designing to suit the client's immediate needs. The expected outcome from developing and planning the life of a brand is that the student will adopt more planned and intentional approach to branding in professional practice. Students will also make adjustments to the brands they create due to the implications of the product/business life cycle.

### VII. COURSE TOPICS

A. Explore several philosophies about branding.

- B. Create comprehensive branding manuals for each project.
- C. Design branding that exhibits a sensitivity toward print and digital formats.
- D. Discover an optional set of branding processes by studying the processes of past and current professionals.

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

Lecture, projects, online interaction will be used for instruction, as well as reading, writing assignments, oral or online presentations, computer use in labs or online, and fieldwork.

Required practices in this course includes producing assigned project work, participation in online forums, and writing papers in response to lecture materials and practicum.

IX. EVALUATION

*See Department of Art Syllabus Addendum for Grading Scale and Evaluation.*

X. REFERENCES

Burton, P. W. (1990). *Advertising copywriting*. Lincolnwood, IL: NTC Business Books.

Campbell, A. (1993). *The new graphic's designer's handbook*. Philadelphia, PA: Running Press.

Cullinane, R. (1990). *The complete book of comprehensives*. New York: Van Nostrand Reinhold.

Davis, S. P. (1991). *The graphics artist's guide to marketing and self-promotion*. Cincinnati, OH: North Light Books.

Heller, S. (1987). *Design career: Practical knowledge for beginning illustrators and graphic designers*. New York: Van Nostrand Reinhold.

Keding, A. (1991). *How to produce creative advertising: Proven techniques*

*and computer applications*. Lincolnwood, IL: NTC Business Books.

Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.

McLendon, C. B. (1982). *Signage: Graphic communications in the build world*. New York: McGraw-Hill.

Scher, P. (1992). *The graphic design portfolio*. New York: Watson-Guption.

Swann, A. (1991). *Graphic design school*. New York: Van Nostrand Reinhold.

Stankowski, A. (1967). *Visual presentation of invisible processes*. New York: Hastings House.

Strong, L. V. (1990). *The how to book of advertising: Creating it, preparing it, presenting it*. New York: Fairchild Publications.

Wilde, J. & R. (1991). *Visual literacy: A conceptual approach to graphic problem solving*. New York: Watson-Guption.

# Mississippi College Online Student Syllabus Addendum

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## I. University Policies

### 1. Academic Honesty/Plagiarism

Mississippi College students are expected to be honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to severe penalty, including, but not limited to, loss of credit and possible dismissal. Please read MC's University Policy 2.19 below for specific information regarding penalties associated with dishonest behavior at Mississippi College.

<https://www.mc.edu/faculty-staff/files/8313/8999/6222/A - 2.19 - Academic Affairs - Policy - Academic Honesty.pdf>

### 2. Acceptable Use Policy

"You must agree to this policy to continue using this site. Users who violate any of the guidelines set in the policy may be subject to disciplinary action. Mississippi College also retains the right to report any illegal activities to the appropriate authorities. You may not access, distribute or place on the site any material that: \* is illegal in the US, is offensive, obscene or excessively violent (you are reminded that possession or distribution of pornographic material may be subject to criminal prosecution) \* aims to encourage discrimination on the grounds of gender, sexual orientation, religion, or ethnic origin encourages or facilitates illegal activities, such as those relating to drugs, terrorism, computer hacking and credit card fraud \* breaches copyright owners statutory rights (users should not use this site to plagiarize the work of others, or post any content including images without the permission of the owner/correct licenses). Non-original content must be correctly attributed. E-mail, messaging, forum or chat must not be used to harass, intimidate, or otherwise annoy another person. Your use of the platform is logged, and records are kept of all your activities and contributions to

the site. As with all online sites, you should not regard any of your activity as private or confidential. Queries about the above policy and expectations should be referred to the Department of Academic Affairs. Read more below.

<http://www.mc.edu/offices/academic-computing/acceptable-use-policy/>

### **3. Attendance/Participation Policy**

Class participation is an essential part of online education, and students are expected to participate regularly in all courses for which they are registered. Read more below.

[http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance Participation Regulations](http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance_Participation_Regulations)

### **4. Computer Services Policies**

All computing resources of Mississippi College are considered property of Mississippi College and should be used in a manner which is consistent with the Mission Statement and the principles of the University. Read more below.

<https://www-local.mc.edu/computerservices/index.php?cID=80&q=Administrative+Policies>

### **5. Confidentiality of Student Information (FERPA)**

The Family Educational Rights and Privacy Act (FERPA) affords students at Mississippi College certain rights with respect to their education records. Read more below.

<http://www.mc.edu/offices/registrar/ferpa/>

### **6. Drop/Add Policy**

After classes have begun, courses may be added or dropped according to the college calendar published in the on-line catalog and schedule. Read more below.

<http://catalog.mc.edu/content.php?catoid=26&navoid=1314&hl=drop&returnto=search>

### **7. Early Alert System**

Mississippi College has adopted the practice of finding students early in the semester who may be exhibiting behaviors that could ultimately have a negative impact on their academic progress. These behaviors are often called “red flag” behaviors and include,

but are not limited to, excessive absences, poor test grades, and lack of class participation or evidence of non-engagement. Identifying these behaviors early gives the instructor the opportunity to raise the “red flag” on behalf of a particular student so that the student can take the appropriate action to redirect his/her progress. The system alerts the student, the student’s advisor, and the Office of Student Success.

These messages are intended to help a student recognize an area of concern and to encourage him/her to make some choices to improve the situation. When a student receives an Early Alert message, the student should quickly make an appointment to talk with his/her professor about the situation. Also, students can make full use of the Office of Student Success to set academic goals and connect to campus resources. Read more below.

<http://www.mc.edu/success/early-alert-program>

## **8. Enrollment and Tuition**

Complete enrollment and tuition information is available in the MC Catalog. Read more below.

[http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance Participation Regulations](http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance_Participation_Regulations)

## **9. Grades**

Information regarding grading policies is available in the MC Catalog. Read more below.

<http://catalog.mc.edu/content.php?catoid=26&navoid=1314#Grades>

## **10. Graduation**

Information regarding graduation is available in the MC Catalog. Read more below.

<http://www.mc.edu/commencement/graduation-checklist/>

## **11. MC Catalog**

MC’s undergraduate and graduate catalogs are available online. Read more below.

<http://catalog.mc.edu/>

## **12. Online Instruction**

Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction may be synchronous or asynchronous.

<https://www.mc.edu/faculty-staff/files/7914/2922/7311/A - 2.35 - Academic Affairs - Policy - Online Instruction.pdf>

## **13. Privacy Statement**

Any and all information collected by Mississippi College at mc.edu will be kept strictly confidential and will not be sold, reused, rented, disclosed or loaned. Your information will be held with the utmost care and will not be used for anything other than official university business. Read more below.

<http://www.mc.edu/privacy/>

## **14. Services for Students with Disabilities**

Mississippi College Student Counseling Services supports the institution's educational role by promoting its students' mental, physical and spiritual health. Read more below.

<https://www.mc.edu/faculty-staff/files/4813/8999/6226/A - 2.34 - Academic Affairs - Policy - Student Counseling Services.pdf>

## **15. Student Complaints**

Student complaints are handled through the campus offices having responsibility for the area where the complaint is directed.

<https://www.mc.edu/faculty-staff/files/7713/8999/7198/S - 4.20 - Student Affairs - Policy - Student Complaints Academic Matters.pdf>

## **16. Title IX Policy—Sexual Harassment**

Mississippi College is committed to maintaining an environment in which the dignity and worth of all members of the institutional community are respected. Sexual harassment harms the environment the university seeks to maintain and is unequivocally prohibited. Moreover, sexual harassment/sexual violence is a form of sex discrimination and violates federal laws, including Title VII of the Civil Rights Act of 1964 and Title IX of the Education Amendments of 1972 and further amendments. Read more below.

<https://www.mc.edu/disclosure/title-ix-policy/>

## **17. Other University Policies and Procedures**

<https://www.mc.edu/faculty-staff/files/7713/8999/7198/S - 4.20 - Student Affairs - Policy - Student Complaints Academic Matters.pdf>

## **18. Tomahawk**

Students are encouraged to become thoroughly familiar with The Tomahawk, Mississippi College's Student Handbook, which is available online. Read more below.

<https://www.mc.edu/tomahawk/>



## II. Student Services

### 1. Canvas Support

Students are provided with Canvas guides and online ticketing service when an LMS issues arises. To access the 24/7 help desk and resources, access the Help option by clicking on the question mark icon in the navigation bar on the left side of your course page.

### 2. Career Services

The Office of Career Services provides resources to help students prepare for job searches and find fulfilling careers based upon their individual strengths. Read more below.

<http://www.mc.edu/career/>

### 3. Computer Services

Your MCnet account is used to access a wide range of services including your mc.edu email account, library and lab computers, and other online resources such as Canvas and the library proxy. Read more below.

<https://www-local.mc.edu/computerservices/mcnet/>

### 4. Disability Services

In order for a student to receive disability accommodations under Section 504 of the Rehabilitation Act of 1973, he or she must schedule an individual meeting with Student Counseling and Disability Services (SCDS) before each semester or upon immediate recognition of the disability. The student must provide written documentation from a medical physician and/or licensed clinician that verifies his or her disability with recommended accommodations. Documentation must be current (within 3 years). SCDS will assist the student in notifying his or her professors about the recommended academic accommodations. Please contact Student Counseling and Disability Services to schedule an appointment with an available counselor. Phone - 601.925.7790 Fax - 601.925.7793 or email them at [scds@mc.edu](mailto:scds@mc.edu). Staff: Dr. Morgan Bryant

Director mbryant@mc.edu Ms. Earline Kelly Administrative Assistant  
kelly22@mc.edu Read more below.

<http://www.mc.edu/offices/counseling/student-disabilities>

## **5. Dyslexia Center**

For more information about MC's Dyslexia Education and Evaluation Center, please contact Jan Hankins, Director, at hankin00@mc.edu or 601-925-7766. Read more below.

<http://www.mc.edu/dyslexia/serv/>

## **6. Leland Speed Library**

The primary mission of Leland Speed Library is to provide services and resources to support the present and future educational and informational needs of the Mississippi College community. Read more below.

<http://library.mc.edu/>

## **7. Student Counseling**

MC offers a diverse range of mental health counseling services as students face many challenges, pressures and developmental changes during their college education. Read more below.

<http://www.mc.edu/offices/counseling/student-disabilities>

## **8. Tutoring**

With Smarthinking's online tutoring service, you can get help whenever and wherever you need it. Read more below.

<http://www.pearsoned.com/higher-education/products-and-services/services-and-solutions-for-higher-ed/services/smarthinking/resources-support/students/>

## **9. UResearch—MC's Quality Enhancement Plan**

The focus of U Research is the development of information literacy competencies in undergraduate students. Information literacy is the ability to access, evaluate, and use information ethically to solve research and real-world questions or problems. It encompasses critical

thinking skills that are vital to success in the workplace and in lifelong learning. U Research can empower MC graduates with the skills necessary to compete in a knowledge-based workplace. Read more below.

<http://www.mc.edu/uresearch/>

### III. Online Student Guide

#### 1. Copyright Guidelines

A large portion of the information provided and discussed in the lecture material is copyrighted by either the textbook publisher (Cengage) or Standard & Poor's. Any recording and/or distribution of these materials is strictly prohibited. Violators will be considered in violation of the Mississippi College Code of Conduct. Ramifications will include penalties to the violator's grade and potential legal action.

Students are prohibited from distributing and/or posting course materials (including lecture material, audio recordings, assignments, solutions, exams, recordings, and any others distributed to students by the instructor) to any domain other than MC's platform. These domains include, but are not limited to, YouTube, Facebook, SnapChat, Pinterest, Course Hero, Grade Guru, Note Utopia, Finals Club, Open Study, etc.

Read more below.

<https://www.mc.edu/tomahawk/student-code-responsibilities/>

<http://www.mc.edu/copyright/>

#### 2. Course Communication

All student communication to faculty should be done through MC's office LMS system and MC email. For general questions to instructors about course items and resources, the student should use the "Ask the Instructor" Discussion, found at the top of their discussion board. For questions regarding late assignments, grades or other personal matters, the student should email the instructor through the Canvas inbox or their MC email. Students may expect a response to any inquiries within twenty-four (24) hours. Students may expect feedback on course assignments within seventy-two (72) hours.

#### 3. Course Navigation

To learn how to navigate within your Canvas course site, please review the document and watch the short video below.

<https://community.canvaslms.com/docs/DOC-9278>

<https://community.canvaslms.com/videos/1124-canvas-overview-students>

#### **4. Netiquette**

Netiquette is a set of rules for behaving properly online. Much of our communication in this course will take place in the forums and through email. Here are some guidelines for online communication in this course:

- Be sensitive to different cultural and linguistic backgrounds, as well as different political and religious beliefs.
- Use good taste when composing your responses. Swearing and profanity should be avoided. Also consider that slang terms can be misunderstood or misinterpreted.
- Don't use all capital letters when composing your responses. This is considered "shouting" on the Internet and is regarded as impolite or aggressive. It can also be stressful on the eye when trying to read your message.
- Be respectful of others' views and opinions. Avoid "flaming" (publicly attacking or insulting) others.
- Be careful when using acronyms. If you use an acronym it is best to spell out its meaning first, then put the acronym in parentheses afterward, for example: Frequently Asked Questions (FAQs). After that you can use the acronym freely throughout your message.
- Use good grammar and spelling, and avoid using text messaging shortcuts.
- In emails, always identify yourself and what class and section you are in. It is a good practice to put your course and section in the subject line. This helps your instructor identify course related emails.

#### **5. Participation/Attendance**

For online courses, non-participation means the failure to login for any group assignments (i.e., chats, etc.), tests, or weekly assignments. Excessive absences are the same as for classes that meet one time per week. For more information, see the University Catalog link provided below.

[http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance Participation Regulations](http://catalog.mc.edu/content.php?catoid=28&navoid=1394#Attendance_Participation_Regulations)

## IV. Online Tools

### 1. Canvas

Canvas is the online learning management system used to host your course content. Read more below.

<https://community.canvaslms.com/community/answers/guides/>

### 2. Proctor U

ProctorU is an online proctoring service that allows students to take exams online while ensuring the integrity of the exam for the institution. The service uses live proctors who monitor exam takers via a web cam. Read more below.

<https://drive.google.com/file/d/0BwkmgEuh1Y1rMzcxM2pnVjdBYXM/view>

### 3. Turnitin

Turnitin is the leading originality checking and plagiarism prevention service used by MC. Turnitin encourages best practices for using and citing other people's written material. If your instructor requires you to use Turnitin, a link will be provided in your Canvas course site. Read more below.

<https://community.canvaslms.com/docs/DOC-3119>

### 4. Zoom

Zoom is a web conferencing service which may be used for synchronous online sessions. Read more below.

<https://support.zoom.us/hc/en-us/articles/201362193-How-Do-I-Join-A-Meeting->

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