

DSGN 4863 - Design + Branding

Fall 2026 Syllabus, Section A01, CRN 43811,

Credit hours: 3

Instructor

Amy Copeland

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Public Instructor Information

Instructor Title: Assistant Professor

Instructor Professional Qualifications:

MFA in Visual Communication Design, Kent State University

MS in User Experience Design, Kent State University

BS in Graphic Design, University of Cincinnati

Instructor Office Location: Bliss Hall Room 4089

Instructor Office Phone: 330-941-1866

Course Description

4863. The development of logos and their applications within an identity system. How corporate signatures are the fulcrum of an identity program and how its systemic usage impacts the corporate image. Prereq.: C or better in DSGN 3762 or permission of instructor. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	No course readings	N/A	N/A

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	N/A	Course Overview / Lecture 1 / Introduce Exercise 1 (One Hour of Logos) / Introduce Exercise 2 (Logo Comparisons)	10/20 Tuesday: Exercise 1 DUE 10/22 Thursday: Exercise 2 Logo Comparison DUE (group discussion) 10/23 Friday: Video Discussion / Logo Design
10/26	N/A	Introduce Project 1: Logo Redesign Part A / Lecture 2 / Introduce Project 1 Part B, Logo Refinement	10/27 Tuesday: Video Discussion: Mottsy Logo Development 10/29 Thursday: Visual Review / Project 1 Sketches DUE
11/2	N/A	Introduce Project 1C, Logo Digitization / Lecture 3	11/2 Monday: Video Discussion: From sketch to vector 11/3 Tuesday: Visual Review / Project 1B Refinement 11/5 Thursday: Visual Review / Project 1C (group discussion) 11/8 Sunday: Project 1 DUE

11/9	N/A	Introduce Project 2 / Identity Systems / Lecture 4	11/10 Tuesday: Video Discussion / Designing Identity Systems (LinkedIn Learning) 11/10 Tuesday: Quiz on Identity Systems Videos 11/12 Thursday: Visual Review / Project 2 Identity Systems (2 logos) (Peer Review)
11/16	N/A	Introduce Exercise 3 Applications list / Introduce Project 3 Brand Identity System	11/17 Tuesday: Project 2 DUE / Video Discussion: Brand Identity Systems 11/18 Wednesday: Project 3 Applications List DUE 11/20 Friday: Video Discussion: Making mockups for Identity System (group discussion)
11/23	N/A	Work on Project 3	11/23 Monday: Visual Review identity System Elements (at least 8 of 15 completed) 11/24 Tuesday: Video Discussion / Art & Copy movie
11/30	N/A	Complete Project 3	11/30 Monday: Project 3 Progress Critique on Final Identity System Elements (group discussion) 12/4 Friday: Project 3 DUE

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.