Course Title: Individual Branding Strategy
Course Number: AAA 408/508
Term: Winter 2016
Credit: 1 credit
CRN: 27344/27345
Grading Options: Pass/Fail
Meeting times: 100% online & asynchronous

Instructor Contact Information
Instructor: Wendy Ames Dionísio
Office Hours: By appointment, email me at: wendya@uoregon.edu

Follow me @wendycantik on Twitter and learn more about branding with the hashtag #UOBRAND. Feel free to like, comment, reply, share and add more to the discussion there.

Course Objectives
This course is specifically designed for students who are interested in developing a strong brand identity as a professional. We will cover the basics of creating a personal brand, one which can be used to market your skills and talents both in print and online. Each student will create a personal brand statement, a logo design and an active WordPress blog or website with About Me, intro and two blog posts on branding.

Learning Outcomes
• Discover how to take your education and passions and turn them into a career
• Identify effective elements of successful branding
• Develop your brand logo with consideration of colors, typography, textures and aesthetic
• Implement branding concept with your logo into a WordPress blog or website
• Learn to blog or write effective content about branding and your brand
• Discover the benefit of sharing your materials to other professionals to glean feedback and make improvements

Course Requirements
• Students will be expected to participate in discussion forums each week
• Student will produce and present a Final Individualized Brand Strategy Kit with a logo, resume, business card design and WordPress screen shot with carefully conceptualized colors, typography, example layouts and design elements by Week 4
• Students will work with two professionals in their field Week 4
• Student will produce projects with a desktop publisher or Photoshop/Illustrator/InDesign or any graphic program of their choice

Grading & Assignment Overview
During several weeks of this course, students will be expected to participate in discussion forums (which are considered assignments), completing all initial postings no later than Friday of each week, and with responses to a minimum of two classmates no later than the following Tuesday.

This is a Pass/No Pass Class
Total Points Possible: 2000 points
Undergraduate to Pass: 1400 points
Graduate to Pass: 1600 points

8 Discussion Forums 400 points
Initial Post: 20 points each week
Responses to two classmates: 15 points each, so 30 points per week
8 Graded Assignments  800 points
1. Draft your personal brand identity (brand statement)
2. Design a draft of your logo
3. Draft a blog or website on WordPress + write the About Me section
4. Write your blog introduction
5. Refine your personal brand identity
6. Refine your logo
7. Write your second blog post on branding/your brand
8. Write your third and final blog post on branding/your brand

*Week 8 submit the names/contact info of your 2 professional reviewers (not graded)*

Professional Reviews of Individualized Brand Strategy Kit  200 points
Due Week 10. You must either attend a networking event, meet with or send your individual brand strategy kit to two professionals in your intended industry to get feedback in-hand by the end of Week 10. 100 points for each review.

Final Individualized Brand Strategy Kit  600 points
Due Week 10. Students will produce a cohesive personal brand strategy kit. This finalized kit is your opportunity to take your drafts, blogging and discussion board assignments and improve on them based on feedback you have received from your classmates and the instructor, and more importantly based on your own learning and progress throughout the course.

Page 1 – Final brand identity statement (10 points)
Page 2 – Final branded logo design (10 points)
Page 3 – Final branded blog set up on WordPress (10 points)
Page 4 – Final About Me section written on WordPress (10 points)
Page 5 – Final Blog Introduction written on WordPress (10 points)
Page 6 – Final 2 blog posts on branding, in addition to the intro (50 points)

Submit this 6-page set of docs/screenshots (combined and saved into one professionally organized PDF) to me in Canvas during Week 10.

Graduate Student Project for AAA508  +10 points
Must submit a proposal for an additional final project worth an additional 10 hours that reflects your professional goals and interests regarding your portfolio or supplementary items. Please email wendya@uoregon.edu by second week of class with your proposal.

Other Relevant AAA Classes
Students are also encouraged to take AAA 408/508 Graphic Design for Portfolio Development if they'd like a more in-depth process of creating a graphic identity for their portfolio or Creative Entrepreneurship to learn how to start a business. AAA 408/508 Wrk Digital Portfolio Production or AAA 408/508 Wrk Portfolio Design Production for portfolio assembly, work selection, and clarify portfolio focus. Please refer to the UO Class Schedule online for more specific times and dates.

COMMITTEMENT TO DIVERSITY
It is the policy of the University of Oregon to support and value cultural diversity. To do so requires that we:

• Respect the dignity and essential worth of all individuals.
• Promote a culture of respect throughout the University community.
• Respect the privacy, property, and freedom of others.
• Reject bigotry, discrimination, violence, or intimidation of any kind.
• Practice personal and academic integrity and expect it from others.
• Promote the diversity of opinions, ideas and backgrounds which is the lifeblood of the university.

If you believe you have been the victim of or a witness to a bias incident, harassment, or a hate crime, the University of Oregon encourages you to report it to the Bias Response Team. The team can help you document the incident and can provide support.

Bias Response Team http://darkwing.uoregon.edu/~brt/ 346-1139
Affirmative Action and Equal Opportunity http://aaeo.uoregon.edu/ 346-3123

Disabilities:
If you have a documented disability and anticipate needing accommodations in this course, please make an appointment with me during
the first week of the term. Please request that the Counselor for Students with Disabilities send a letter verifying your disability. The current counselor is Steve Pickett at 346-3211. Disabilities may include (but are not limited to) neurological impairment; orthopedic impairment; traumatic brain injury; visual impairment; chronic medical conditions; emotional/psychological disabilities; hearing impairment; and learning disabilities.

The University of Oregon is working to create inclusive learning environments. If there are aspects of the instruction or design of this course that result in barriers to your participation, please notify me as soon as possible. You may also wish to contact Disability Services in 164 Oregon Hall at 346-1155 or (TTY: 346-1083), disabsrv@uoregon.edu.