Course Title: Individual Branding Strategy
Course Number: AAA 408/508
Term: Summer 2014
Credit: 1 credit
CRN: 48043/48044
Grading Options: Pass/No Pass
Meeting times: Weeks 1–8; 100% online

Instructor Contact Information
Instructor: Jenna Soard, MBA BS
Office Hours: Virtual
contact digitalgasp@gmail.com
Appt. by phone 503-933-2596

Course Objectives
This course is specifically designed for students who are interested in fine developing a strong brand identity as a professional. We will cover the basics of design elements and creating a cohesive visual brand. We will also work on improving networking and interview skills. Students will create a corporate identity package of logo, resume, business card, and website.

Course Outcomes
Students will:
• Discover how to take your education and passions and turn them into a career
• Identify effective design elements of successful brands
• Develop your brand logo, corporate colors, typography, textures and aesthetic
• Implement branding concept into a business card, resume and website
• Practice Networking/Interview Skills through partnered role plays
• Understand how LinkedIn, Facebook, and other social media can assist you with networking
• Attend a professional networking event and present your materials for feedback

Course Requirements
• Students will be expected to participate in discussion forums and complete all initial assignment postings no later than Saturday each week, with responses to a minimum of two classmates no later than Monday.
• Students will produce and present Personal Brand Plan with a logo, resume, business card design, and website screen shot, set colors typography, example layouts, design elements by Week 8
• Students will interview with two professionals in their field Week 8
• Students will produce projects with a desktop publisher or Photoshop/Illustrator/InDesign, or any graphic program of their choice

Grading & Assignment Overview
Every week, students will be expected to participate in discussion forums and complete all initial assignment postings no later than Saturday each week, with responses to a minimum of two classmates no later than Monday. Final Design Plan is due by Week 8.

Weekly Discussion Boards Assignments (21 Points Total)
Initial Assignment Posting (Due Saturdays Every Week)— 1 Point
Responses to Two Classmates (Due Mondays Every Week)—2 Points (1 point per response)
Final Personal Branding Plan (50 Points Total) Due Week 8 via Discussion Board

Students will produce a cohesive personal branding plan. This is a finalized plan is your opportunity to take the weekly discussion board assignments and improve them based on the feedback you have received from the instructor and from your classmates from previous weeks.

Page 1—Final Logo (10 points)
Page 2—Final Resume laid out on personal branding letterhead (10 points)
Page 3—Final Business Card (10 points)
Page 4—Final Website Design Layout or Screenshot from WYSIWYG (10 Points)
Submit this 5 page PDF to the Final Project Board in Week 8

Industry Professional Review of Your Design Plan (30 Points Total) Due Week 8

You must either attend a networking event, meet with or send your personal branded plan to two professionals in your intended industry, via email or in-person to get feedback for week 8. (15 points per review)

Graduate Student Project

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. Project can be co-developed with the instructor. Please email jsoard@uoregon.edu with your proposal. (10 Points)

This is a Pass/No Pass Class Total Points Possible—101 Points
Undergrad to Pass: 70 Points Graduate Student to Pass: 80 Points.

Course Schedule

Week 1—Tues—Class Begins—Turn Your Passion Into a Career
   Introduction/ Work Life Map—Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 2—Good Design vs Bad Design = Personal vs. Product Branding
   Typography, Design Principles, Color
   Actitudes Business Card Design Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 3—The Branding Personality
   Looking at a variety corporate brand personalities to understand how to communicate your own visually and conceptually
   Discovering and Defining Your Personal Brand Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 4—Logo Design
   Basic Logo Design
   Logo Design Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 5—How Your Logo Works into Other Marketing Materials
   Business Card/Resume/Letterhead Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 6—Easy Websites
   Create a website without programming Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 7—Networking
   Meetup.com, Networking Groups, LinkedIn, Co-Working Centers, Associations
   Networking Strategy DB Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 3 points

Week 8—Creating Opportunities for Yourself—Finalizing Your Brand Design Plan & Presenting to 2 Professionals
   Set dresser for famous Old Spice Campaign, reveals his secret for how to live your occupational dream and be a rockstar
   Bring all of the previous week’s assignments together in a finalized format and present it to the class as an attached PDF in the discussion board
   Submit Final Brand Design Plan Assignment Due Sat
   Two Responses to Classmates due by Monday at midnight 80 points
Other 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. (see class schedule for times and dates)

Policies

Student Conduct

The University of Oregon has promulgated a Student Conduct Code which contains important regulations, policies, and procedures pertaining to student life. It is intended to inform students and members of the University community who work with them of students' rights and responsibilities during their association with the institution and to provide general guidance for enforcing those regulations and policies essential to the educational and research missions of the University. The full terms and conditions of the Student Conduct Code are contained in Oregon Administrative Rules Chapter 571, Division 21—University of Oregon. Highlights of the Student Conduct Code are published on the Dean of Students website.

  UO Student Conduct Code: http://uodos.uoregon.edu/StudentConductandCommunityStandards/StudentConductCode/tabid/69/Default.aspx

  UO Academic Misconduct: http://uodos.uoregon.edu/StudentConductandCommunityStandards/AcademicMisconduct/tabid/248/Default.aspx

Inclement Weather

When university operates on a curtailed schedule or closes, UO Media Relations notifies the Eugene-Springfield area radio and television stations as quickly as possible. In addition, a notice regarding the university's schedule is posted on the UO main homepage (in the News section) at http://www.uoregon.edu.

Accessibility

The University of Oregon is working to create inclusive learning environments. Please notify me during the first class meeting if there are aspects of the instruction or design of this course that result in disability related barriers to your participation. You are also encouraged to contact the Accessible Education Center (formerly Disability Services) in 164 Oregon Hall at 541-346-1155 or uoaec@uoregon.edu.

  UO Accessible Education: http://aec.uoregon.edu

Grievance Policy

Information on filing a student grievance may be found at http://asuo.uoregon.edu/studentinfo.php?a=13#toc1200.

Conflict Resolution

Several options, both informal and formal, are available to resolve conflicts for students who believe they have been subjected to or have witnesses bias, unfairness, or other improper treatment. These include discussing the conflict with the specific individual or contacting the department head. You may also contact:

  • UO Bias Response Team at http://bias.uoregon.edu/
  • Conflict Resolution Services at http://uodos.uoregon.edu/SupportandEducation/ConflictResolutionServices/tabid/134/Default.aspx
  • Affirmative Action and Equal Opportunity at http://aaeo.uoregon.edu/

Respect for 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.

A&AA Inclusion Statement

The School of Architecture and Allied Arts is a community that values inclusion. We are committed to equal opportunities for all faculty, staff, and students to develop individually, professionally, and academically regardless of ethnicity, heritage, gender, sexual orientation, ability, socio-economic standing, cultural beliefs and traditions. We are dedicated to an environment that is inclusive and fosters awareness, understanding, and respect for diversity. If you feel excluded or threatened, please contact your instructor and/or department head. The University Bias Response Team is also a resource that can assist you. Find more information at their website at bias.uoregon.edu/index.html or by phoning 541-346-2037.

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