

Sabancı University, FASS, VACD VA301 syllabus

VA301 is the first half of a year long course spread over 2 semesters. During the first half of this learning venture students will learn how to build a visual identity, i.e., learn how to create branding for a company or an institution of their own choosing. The course will commence by learning how to create a logotype, putting together a branding a manual that demonstrates graphic elements choices which complement the logotype - from typography to shapes, colors and then applying these to a series of objects that include a stationary package, a New Year's gift package during this first part of the overall project.

Students will show progress during each class throughout the semester and will be graded on a weekly basis, based upon the results demonstrated class week by week. **Therefore, full attendance is mandatory for success in this course.**

This semester's class will be held online through a meeting and screenshare application such as zoom, google meet or skype. However, this will not change the running of the course. We will simply be doing what we do in a physical classroom via a shared computer screen, looking at your work just like we would in a physical class setting. Since a studio course is run on live feedback and critique in which not only the instructor and the individual but instead the entire group participates, **the classes will not be recorded and cannot be viewed at a later time, therefore attendance to the online class in real time is required.** Your homework will be evaluated every week and you will get a plus or minus score depending on whether you fulfilled that week's workload. These plus / minus grades will then constitute your final semester grade. And this is essentially your attendance sheet which has a direct impact on your final grade. In the event that you cannot attend a class due to internet connections and the like, you will get a make-up class during that same week in which your attendance will be required.

Please do not be concerned about whether an online class can be efficient or not, we have undergone this process during the past year and a half and have had outstanding results, not only in my own classes but throughout the courses of the VACD program.

| | |
|---------|----------------------------------|
| Week 1 | Introduction |
| Week 2 | Creating an instution or company |
| Week 3 | Work on Logo |
| Week 4 | Work on Logo |
| Week 5 | Work on Logo |
| Week 6 | Work on Logo |
| Week 7 | Work on Corporate ID project |
| Week 8 | Work on Corporate ID project |
| Week 9 | Work on Corporate ID project |
| Week 10 | Work on Corporate ID project |
| Week 11 | Work on website |
| Week 12 | Work on website |

| | |
|---------|-----------------|
| Week 13 | Work on website |
| Week 14 | Work on website |