

# Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

## Mission of the College

Ringling College of Art and Design recognizes that artists and designers play a significant role in society. The school's primary mission is to provide programs leading to a Bachelor of Fine Arts degree that prepare students to be discerning visual thinkers and ethical practitioners in their chosen area of art and design.

## Course Description

EL 353 Music Branding  
Students will explore the idea of brands and brand process and integrate the experience into creative and functional design solutions. Each student will gain a new level of understanding and appreciation of how design and communication can not only deliver, but help define artist's identity. The class will investigate the brand position process, strategic thinking, integrated brand/image communications, product launches, and how to apply this information to individual and collaborative design projects that communicate a comprehensive artist/brand experience.

## Course Objectives

Introduction to Branding concepts in corporate and music culture

To expand both your creative and verbal vocabulary as it relates to Branding.

To create a sense of Authenticity & Sustainability

To further understanding of Music culture in connection with Youth and Design trends

Exploration of music categorization

To understand and create a emotional connection between the audience and the artist

To enhance the skills of reading, analysis, writing and discussion

## Student Learning Outcomes

Communication Skills - Demonstrate effective skills in visual communication, speaking, writing, listening, reading and computer literacy

Thinking Skills - Demonstrate abilities on conceptual, logical, and intuitive thinking within a variety of contexts

Global Perspectives - Demonstrate an understanding of differences in cultures and societies.

Artistic Discernment - Show an ability to discern artistic merit of diverse forms of art/design in their contexts. Be able to defend critical interpretations concerning the significance of artistic expression.

Self Directed Learning - Demonstrate responsibility for independent learning and perseverance towards goal attainment.

Collaboration - Understand and practice collaboration in appropriate situations

Social Responsibility - Recognize the social and ethical responsibility of creating art and design

# Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

## Expectations

This course is a lot of work and will require your full commitment of time. The basic structure of the course will revolve around the development of one major application. The process is broken into several parts which will be graded individually. All students are expected to spend a significant amount of time outside of class engaged in all aspects of the course including but not limited to research, process, production, creativity, and critical analysis.

## Class Format

The class is broken into two 2 hour and 45 minute studio sessions. Attendance will be taken at the beginning of each session. In the event that you are not going to be in class send in your assignment with a friend or classmate. I prefer that even in the rare event that you don't have your project ready for critique that you come to class. Even if you we can't comment on your work you should be present to comment on your classmates work. Only students that come to class with the assignment completed will benefit from the discussion and critique.

## Participation and Process

Daily participation, speaking up during critique and engagement in the class are essential aspects of design education. Working on other projects, general lack of participation or other inappropriate activities can result in a reduction of your grade. Failure to bring sketches or other process work to class can result in a reduction of the project grade.

E-mail, instant messaging, blogging, arbitrary surfing, cell phone use or other digital communications not expressly authorized are prohibited. Multiple occurrences will be noted and can result in a reduction of the final course grade.

## Deadlines

Assignments are accepted as late after one class session only. Late work will be dropped a letter grade. Work that is more than one class session late will not be accepted and results in a zero for that project. No exceptions.

Students must arrive to class with projects fully prepared and ready to be critiqued or turned in. Last minute printing of work, burning of files or rendering at the beginning of class is not acceptable. This work is considered late and can be reduced by as much as one letter grade.

## Technical Instruction

If we don't have time for an in-class technical demonstration you are expected to explore the technical topic on your own. All software comes with help manuals and there are plenty of websites where you can get instruction on a specific question or technique. Although the computer lab is the primary site for the class students will also work with hand graphic materials and processes in the classroom and at home.

## Technical Difficulties

Technical difficulties, hardware/software problems, printer problems and service bureau failure are never an acceptable excuse for not meeting a deadline. Students are challenged to acquire the life skill of working in advance of deadlines and backing up work. Students are required to be prepared to work during each class session. Students must always backup their work to either CD or personal portable hard drive so as to be able to work even with network problems that may interfere with files stored on "Home" or network scratch spaces. Students who are unprepared to work are accounted absent.

# Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

## Grading Policy

### Individual Projects

Assignments will be graded on adherence to the criteria of the problem. All assignments will be completed on time and ready for presentation at the beginning of class. Project evaluations are based on process (your understanding of the project objectives and your approach to those objectives), craft + presentation (your understanding of the appropriate tools and materials and your ability to use them), and realization (your final solution).

## Grading Opportunities

Your semester grade is based on a combination of:

**Individual projects:** Test your ability to synthesis information from a variety of sources into a visual communication solution. Projects must satisfy a set of provided criteria, and must take into account aesthetic, as well as problem-solving considerations. Project processes and methodology will be evaluated as well as final solutions.

**Participation/Professionalism:** As designers-in-training you are expected to conduct yourself in a professional manner. For every attended class session you are given points that reflect your level of preparedness, participation, and conduct.

### Total Points

5 Components = 530 pts

Readings = 5x = 40pts

Participation - Crits & Group exercises = 4 x 10pts = 40pts

Process & Development = 6x 10pts = 60pts

-----  
670 points total

## Grading System

The point system of evaluation is used in the instructor's courses. This system readily permits calculation of grades by student and instructor. By using this system students who work consistently and diligently are compensated for their efforts. The point system works on a percentage of total points: 97% = A, 94% = A-, 91% = B+, 88% = B, 85% = B-, etc... No matter how many projects or total points possible, the percentage of points determines the grade.

Example: If there are 200 total points possible

A final total of 189 points would be an "A-" ( $189 \div 200 = 0.945 = 95\%$ )

A final total of 161 points would be a "C" ( $161 \div 200 = 0.805 = 80\%$ )

% of total semester points

100% - 97% = A

96% - 94% = A-

93% - 91% = B+

90% - 88% = B

87% - 85% = B-

84% - 82% = C+

81% - 79% = C

78% - 76% = C-

75% - 73% = D+

72% - 70% = D

69% - 67% = D-

66% - 00% = F

# Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

## In The Classroom

This policy applies to all Graphic and Interactive Communication required and elective courses.

### Attendance

This is a professional studio course. In order to be accounted as present the student must: 1) be on time and present for the entire class session, 2) have work properly and professionally prepared for submission or a critique, or 3) be prepared to work in class with all necessary texts, tools, reference, and materials.

Absences will affect grades. The reason for this is that too much class time will be missed to complete the necessary requirements of the course, since lectures, critiques, computer lab sessions, and demonstrations are impossible to make-up or recapture. It is the student's responsibility to insure that he/she is accounted present by signing in.

Students accumulating four absences, will result in the final grade dropping a full letter, i.e. if the grade earned is a "B" it will drop to a "C".

Students accumulating six absences will fail the course.

Students who are casual about taking absences should not expect leniency when an absence is truly needed. There are no excused absences. A doctor's note does not result in an excused absence. Students with documented serious medical problems or serious family emergencies should consult with the department advisor, Mr. Jeffrey Bleitz, jbleitz@rsad.edu or 359-7549, or Student Life personnel. Exceptions to this policy are rare.

### Tardiness

All students must be consistently on time for class. Habitual tardiness will result in accounting the student absent. Likewise students who disappear during class time, leave class early, or extend break time, will be accounted absent.

### Grade Inquiries

Students have one week after receiving graded work to request reconsideration of the grade and must do so in writing. Work that has been returned to the student longer than one week will not be reconsidered by the instructor.

### Professional Behavior in the Classroom

Students are expected to assist in maintaining a classroom or studio environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones, beepers or other personal electronic devices; from eating or drinking in class, making offensive remarks, reading newspapers, sleeping, or engaging in any other behavior that is a potential distraction. Inappropriate behavior in the classroom shall result in, at a minimum, a request to leave the class.

### Incompletes

Incomplete grades are rarely given... Possibly only in relationship to serious documented illness. Lab experiences and class discussions are almost impossible to recapture or duplicate. See the Student Handbook for more information.

### Disabilities

The Ringling College of Art and Design makes reasonable accommodations for qualified people with documented disabilities. If you have a learning disability, a chronic illness, or a physical or psychiatric disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Director of the Academic Resource Center (Room 227 Ulla Searing Student Center; 359-7627) preferably before the end of the drop/add period so that appropriate adjustments can be made.

### Health and Safety

Ringling College of Art and Design is committed to providing students, faculty, and staff with a safe and healthful learning and work environment and to comply with all applicable safety laws and regulations and safe work practices. Rules and safety guidelines for maintaining a safe working environment in this shop/studio/class will be provided to you at the beginning of the course (i.e. students must wear close-toed shoes, students must wear protective eyewear, students may not eat or drink in the studio, etc.).

# Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

## Evaluation

Grades are the result of three major areas of evaluation: process, realization, and professionalism. These categories are further broken down and defined for evaluation as follows:

### Process

#### Research

Are the research methods used by the students effectively chosen and implemented to arrive at successful solutions in design problems, and do they cover all aspects of the problem, including historical background and functional concerns?

#### Exploration

Is the problem exploration both convergent and divergent, has the student exceeded personal taste barriers and expectations in their process?

#### Concept

Are concepts inventive and appropriate, and do they satisfy the objectives of a stated visual problem?

### Realization

#### Visual organization

Are all syntactic concerns, such as form, composition, and visual hierarchy, clearly and effectively articulated?

#### Communication

Does the solution to the problem present an appropriate message, and does the form of the message resonate with the intended audience?

#### Color

Does the application of color support the message, satisfy aesthetic and emotive concerns?

Does the use of color show evidence of an understanding of color theory?

#### Craft

Does the project reflect the appropriate use of tools, techniques and knowledge of the tools used to create all parts of the project and is it presented in a professional and prepared manner?

### Professionalism

#### Attendance

Was the student in class and punctual?

#### Attitude

Was the student's demeanor professional?

#### Verbal articulation

Was the student able to critically address his or her work orally and respond to concepts discussed in class or in assigned readings?

#### Written articulation

Was the student able to write critically about graphic design and write about concepts discussed in class.

#### Participation

Did the student actively engage in a community of learning through contributions in critiques, discussions and projects?

## Music Branding | Spring 2010

**Professor:** Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM  
**Office Hours:** Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu  
**Website:** monkeybubblemedia.com/music

### Email and Class Website

Students in this course are required to have and utilize the college provided e-mail account to receive information and correspondence relating to the content of this course. All e-mail will be sent to your Ringling e-mail accounts through the portal provided through the college. Additionally this class has been set-up through the online website to facilitate the communication of course syllabi, course assignments, announcements and resources. [www.monkeybubblemedia.com/music](http://www.monkeybubblemedia.com/music)

Questions relating to grades, evaluations and any personal issues should not be addressed through e-mail. Appointments during office hours should be set-up for these types of issues.

### Digital Resource Sites

[www.monkeybubblemedia.com/music](http://www.monkeybubblemedia.com/music)

### Recommended Texts/ Web Resources:

Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands (2nd Edition) by Alina Wheeler (John Wiley & Sons, Inc.)

The Brand Gap: Revised Edition (2nd Edition), by Marty Neumeier

No Logo, by Naomi Klein (Holtzbrinck Publishing)

Faking It: The Quest for Authenticity in Popular Music, by Hugh Barker & Yuval Taylor

The Future of Music: Manifesto for the Digital Music Revolution  
by Dave Kusek & Gerd Leonhard

[www.underconsideration.com/brandnew](http://www.underconsideration.com/brandnew)

[www.internationalbranding.org](http://www.internationalbranding.org)

[www.rebrand.com](http://www.rebrand.com)

[www.brandingbranding.com](http://www.brandingbranding.com)

[www.brandchannel.com](http://www.brandchannel.com)

[www.brandsoftheworld.com](http://www.brandsoftheworld.com)

### Supply List

transfer drive

18"roll of tracing paper

x-acto knife with #11 blades

several widths of black markers (sharpie and others)

8.5"x 11"and 11" x 17" copier paper (for process sketching/collaging)

3 ring note book for sketches and handout organization