Visual Branding

PUR 4932 | Spring 2025

College of Journalism & Communications

University of Florida

Instructor: Robert Judin

Classroom: Weimer 3215

Meet: Thursday, 9:35 am to 12:35 pm

Office Hours: Tuesday and Thursday 8:30 am to 9:30 am

Email: robert.judin2014@ufl.edu

Social Media: X - @RobertJudin & IG - @JudinDesign

Phone: (321)-890-7433

Overview and Objectives

Visual Branding is designed to provide students with a dynamic understanding of what it takes to establish both a brand identity and a visual identity for new businesses looking to launch operation. This course will focus on art direction and discovery, client relations, account management, logo and brand asset creation, and other relevant subjects. This course will teach how to launch a new brand and prepare it to be marketed.

Course Learning Objectives

Upon the successful completion of this course, students will be able to:

(1) Better understand the process of defining and exploring art direction for ideation.

(2) Develop and create full brand identities.

(3) Develop and creates visual identities and media toolkits.

(4) Design and create visual assets to effectively represent a brand.

(5) Design logos, word marks, and other brand elements.

(6) Design pitch decks and brand proposals.

(7) Plan and execute a brand audit.

(8) Create and execute full brand launch campaigns.

(9) Establish brand message and tone through visual assets.

(10) Better understand the workflow and process of managing client relations.

Office Hours

Office hours can be set up via email request conducted online, and/or recorded for access by all (unless a private or in-person meeting is requested).

Course Readings

There is no book required for this course, but reading materials will be assigned weekly throughout this course.

Course Grades

The Following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	Percent of Total Grade
Content Quizzes (10)	15 Points Each = 150 pts	15%
Individual Projects (10)	15 Points Each = 150 pts	15%
Group Projects (10)	15 points Each = 150 pts	15%
Online Discussions (10)	15 Points Each = 150 pts	†15%
Individual Brand Project	100 pts	10%
Final Exam Group Project	200 pts	20%
Attendance	100 pts	10%
Total	**1,000 pts**	**100%**

Assignment Descriptions

Content Quizzes (10 Assignments, 15 points per assignment):

The 10 quizzes assigned throughout the course will refer back to the content being discussed in class at that particular time. Questions from prior topics discussed may appear as extra credit opportunities.

Individual Projects (10 Assignments, 15 points per assignment):

Throughout the course, students will be required to complete 10 individual projects regarding the content being discussed. These projects will help build the necessary skills required for the Franchise Re-Brand Project and Final Exam Group Project. (e.g. students will be asked to design a new logo for a professional athlete).

In-Class Group Projects (10 Assignments, 15 points per assignment):

Students will be given ample time in class to break off into groups and complete varying projects related to the course material from that specific module. Full group participation is required. Failure to attend class will result in an automatic zero for the project. If a valid doctor's note is provided to excuse the absence, the student may complete the assignment individually and submit it via Canvas.

Online Discussions (10 Assignments, 15 points per assignment):

Students will be required to submit an original post and respond to at least one classmate per online discussion in the course's online forum regarding the content being discussed each week. Answers must be original and substantial to count for full credit. Failure to post or copied answers will result in a ZERO-point grade. Posts can partially serve to respond to another student's post but must also contain new and unique ideas, takes, and examples not previously used by another student.

Individual Brand Project (100 points):

Students will be assigned small business for which they will have to conduct a brand audit, generate visual concepts and displays of ideation, demonstrate art direction and discovery process, and present a full rebrand proposal for the company. The proposal will include brand elements and their applications, color palettes, typography, examples of product integration, examples of projected campaigns, and a media toolkit for corporate partners.

Group Final Exam Project (200 points):

Students will be assigned groups and will be given a prompt to build a brand for a hypothetical new business looking to launch and build its audience. Groups will tag-team responsibilities and present a full proposal for a brand identity, visual identity, a media toolkit, and examples of mock-ups for product integration and campaigns to launch the brand.

Attendance (100 points):

Attendance is mandatory. Any unexcused absence will result in a proportional deduction of points.

Grading

Grades will be rounded up or down to the nearest whole number for grading purposes.

A	935-1,000	A-	895-934
B+	865-894	B	825-864
B-	795-824	C+	765-794
C	725-764	C-	695-724
D+	665-694	D	625-664
D-	595-624	E	0-594

Course Outline

Intro to the Class	• Defining the world "brand" • Class overview & expectations • Case study analysis
Module 1: **Brand Identity**	• What is it? • What is the purpose? • How do you construct it?
Module 2: **Visual Identity**	• How does it fit into the brand identity? • What role does it play overall? • How do you build it?
Module 3: **Brand Audit Part 1**	• What is it? • What does it entail? • What is the purpose?

Module 4: **Discovery Phase**	• Establishing workflow • How to search for assets • Lay foundation for art direction
Module 5: **Logo Design**	• Software & tools • Establishing workflow • Understanding the development • Secondary elements
Module 6 **Art Direction**	• Set your parameters • Dissect your findings • Looking for the right pieces
Module 7: **Pitch & Proposal Process**	• Client relations overview • How to communicate • How to engage & sell
Module 8: **Digital Setup**	• Social media channels • Website design • App design
Module 9: **Media Toolkits**	• Setting the client up for success • How to build a toolkit • Use cases • Individual brand project
Module 10: **Commercial Content**	• Photography • Videography • Planning & execution
Module 11: **The Launch Campaign**	• Strategy development • Step-by-step process • Passing the torch
Module 12: **Project Presentations**	• In-Class Presentation • Online file submission • Group Final Exam Project
Module 13: **Project Presentations**	• In-Class Presentation • Online file submission

Late Work

You are responsible for all material covered or assigned. Your grade on late assignments will drop one letter grade for every day they are late. If a technical problem occurs that prevents timely submission of an assignment, you should first contact your instructor and/or TA and then the UF Help Desk. Follow up with an email to the instructor that includes an update and Help Desk Ticket #.

Academic Integrity

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered,students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Diversity

In this course, we will respect and listen to one another. No instructor, teacher, student, or guest speaker shall allow or display the disrespect of any person based on gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, or culture. If such an act is observed, or if you feel and believe the environment can be more inclusive or foster a more positive outlook toward diversity, please let me know. Please also let me know if you feel the course can be fine tuned to be more accepting of you, other students, or other student groups.

The material taught in this course will touch on real life events and could lead to sensitive discussions. Everyone involved in this course will respect one another and allow every voice and opinion to be heard. Trust and safety are paramount. We will respect each other's emotions and be aware of our own. If you feel you wish to speak up regarding an issue of diversity or inclusion, please feel free to reach out to me directly, and we will work together to solve it and allow you to express your concerns — whether one-one-one, in front of the class, or with a trusted academic advisor, a trusted faculty member, or with a peer.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from Gator-Evals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center.

*NOTE: Topic schedule subject to change based on guest availabilities and other factors. There will be no change in project due date or the midterm examination.