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| **Faculty Information** | **Name** | | Sunook Park | | | | | |
| **E-mail** | | Sunook.park@csulb.edu | | | | | |
| **Home University** | | California State University, Long Beach | | | | | |
| **Department** | | ART | | | | | |
| **Homepage** | | Sunookpark.com | | | | | |
| **Course Information** | **Class No.** | | TBA | **Course Code** | TBA | | **Credits** | 3 |
| **Course Name** | | Brand Workshop | | | | | |
| **Lecture Schedule** | | December 26, 2025 - January 9, 2026 | | | | | |
| **Course Description** | | Hypothetical design studio experience oriented toward developing portfolio-quality design work in a professional designer/art director environment with involvement in actual projects with real clients. Students will be engaged in all project phases, from research to production. | | | | | |
| **Course Objective** | | Upon completing this course, students will be able to use their design skills in a real-world context. Students will work as a team, collaborating with entrepreneurs, non-profits, or businesses. The course will guide determining design objectives needed for each project, estimating the time required, analyzing and assessing the creative solutions, and producing a design in print or digital formats. | | | | | |
| **Prerequisite** | | * None | | | | | |
| **Materials/Textbooks** | | P Provided by instructor | | | | | |
| **Evaluation** | **Attendance** | | 10% | **Quiz** | | 0% | | |
| **Assignment** | | 40% | **Mid-term Exam** | | NA% | | |
| **Presentation** | | 40% | **Final Exam** | | NA% | | |
| **Group Project** | | 0% | **Participation** | | 10% | | |
| **Etc.** | | **Evaluation Item** | | | **Ratio** | | |
|  | | | % | | |
|  | | | % | | |
| **Daily**  **Lecture Plan** | **Day 1** | Class and project introduction.  Design Brief. | | | | | | |
| **Day 2** | Brand Positioning\_1 | | | | | | |
| **Day 3** | Brand Positioning\_2(Presentation) | | | | | | |
| **Day 4** | Brand Naming\_1 | | | | | | |
| **Day 5** | Brand Naming\_2 (Presentation) | | | | | | |
| **Day 6** | Brand Signature Design\_1 | | | | | | |
| **Day 7** | Brand Signature Design\_2(Presentation) | | | | | | |
| **Day 8** | Brand Style Guide\_1 | | | | | | |
| **Day 9** | Brand Style Guide\_2(Presentation) | | | | | | |
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