Course Title: AAD 616 - Arts Marketing, Media, and Communication I

Instructor: Eric Schiff

Course Context
This is a required course in two part series that was designed with a 20 week continuous format as the framework. Instructors John Fenn, Eric Schiff, and Darrell Kau blended their courses previously taught separately, which had distinct yet complimentary and supporting pedagogy, to achieve a comprehensive approach to address trending media praxis, information technology design and presentation, and arts marketing strategies into a two part sequential design for the Arts Management Graduate Program. Recommendation for successful completion is in sequential order.

Essential Questions
• What is corporate branding; individual or organizational ID – the core tenets of what identifies a business and/or organization and how they present themselves and their mission.
• How do individuals and/or organizations assess and evaluate effectiveness of their brand, identify strategies and tactics to improve brand awareness, marketing, and employ current and evolving technologies to achieve this.
• What can students learn from defining their PLEs (Personal Learning Environments) and understand relationships/parallels in application to established arts and other non-profit organizations.
• Why do arts organizations need to establish clearly defined design and presentation communication protocols in order to maximize their operational bottom line; that establishing a consistent brand and a Graphic Standards is essential to an organization’s long term sustainability.

Learning Outcomes (grounded in core content, concepts, and skills)
• Develop both conceptual and basic skills in using accepted software application standards for organization branding; Adobe CC programs for ID/Branding design and production, idea mapping, work flow and project management – Trello, MS Word, etc.
• Evaluate organizational branding strategies and models, develop case study assessments
• Create an organization brand/logo or makeover; use established design protocols and software
• Establish SWOC analysis for selected organization
• Design a PLE, visual representation, and accompanying narrative to tell the story
• Demonstrate knowledge of large and small format advertising design (display ads and posters) to support organization marketing campaigns
• Understand tenets of designing and producing organization relevant Info Graphics
• Design a comprehensive Graphic Standards based on the identified and designed business/organization brand/logo – includes collateral, other communication tactics for print and online.

Learning Outcomes (from your syllabus)
• Understand concepts and practices of organization branding
• Gain critical insight into the role brand identity plays in successful presentation and marketing of an organization
• Understand the relationship of specific multi-media design tools and application for arts marketing strategies and purposes (which prepares you for Winter term course in this series)
• Develop basic conceptual design and design software tools application for branding an actual organization, with the term outcome of a graphics design campaign

Core content/themes/topics
• Lexicons – applied terminology, relevant associations
• Organization branding
• Information Design and Presentation Concepts
• Collateral Design
• Info Graphics
• Graphic Standards
• PLEs (Personal Learning Environments)
• Service Bureaus, Print and Online Communication Innovators
• Establishing professional and commercial design and production relationships

Key concepts and skills
• Information Design and Presentation core tenets for Arts Organizations
• Knowledge of trending software design and presentation tools
• Foundation and framework for organization branding and implantation of a comprehensive Graphic Standards – lead-in to the Winter term marketing strategies focus.

Key Activities and Assessments
• Lexicon creation: using comments on the course site, students collaboratively generate a lexicon for media, marketing, and communication in arts/culture administration; what terms are important? why? what do they mean, and how have meanings changed over time?

• Periodic brand identity assignments: These are “step” assignments that will help in the case study analysis as well as the course work in general:

1. Brand Awareness activity: Assess and evaluate organization brands

2. Organization Questions: Specific means to survey selected organizations to brand prior to beginning any brainstorming for the visual/brand design.

3. Personal Learning Environment (PLE) mapping: where and how do you “learn”? Create graphic snapshots or visualization of the PLE/N (Personal Learning Environment/Network). This visualization might draw on infographics, video (including animation), or a range of other presentational display tools

• Case study analysis - based on interests/area of specialty, select a cultural organization to critically evaluate and discuss current marketing strategies and brand identity.

• Graphics Standards - represents a culmination of students’ organization identification, logo design, collateral pieces and other media with specifications centric to their organization’s brand, and its treatment and application.

• ePortfolios – All work is posted to student UO blog eportfolios.
Primary Resources (readings, support materials):

PDFs will reside on a password-protected page of the course site, and we will give out the password at the beginning of the term.

Resources stored in Diigo are tagged according to the week students should review them; these are key to completing many of the graphics/design assignments, and should be considered “required” reading.

Canvas is used for grading, student discussion threads, and supplementary resource lists specific to identified student projects.