

**DIMA 150 \_ Brand Identity \_ F2004: Syllabus**

.....

Professor Rebeca Méndez.  
DIMA 150: T–TH 2:00 pm to 5:00 pm  
Office: 228J and 228K  
Teacher Assistant: Zehao Chang:  
zai@ucla.edu

09\_30\_04

This class is dedicated to the development of research, strategy and design, in particular, in the areas of organization, culture, and identity. The group will study how complex organizations are defined by their public identities, and how those identities can be strategized and designed. This course will further the development of Design I Media Arts as both an intellectual and a professional discipline.

**Class Project:**

- 1: Weeks 1 through 3: Conduct research and work to develop the positioning and strategy for a World Currency.
- 2: Weeks 4 through 8: Design of the World Currency System.
- 3: Weeks 9 and 10: Create a website documenting your project: research, strategy and design.

Your research should include the history of money, and you will need to thoroughly study the following organizations, among others of your choosing:

The United Nations  
The World Bank  
The World Trade Organization  
The World Economic Forum in Davos, Switzerland.

**Course goals:**

This course will further the development of Design I Media Arts as both an *intellectual and a professional discipline*.

*Intellectual Discipline:* Original research on the positioning and communication strategy of our given organization will yield a rigorous form of cultural history and analysis. Our interest is not merely to further the practices we study, but to employ design and design research as a means with which to intervene in the social and political life of the organization engaged. Our methodologies are intrinsically critical and will lead us to understandings of considerable intellectual value to those with a stake in study of organizational culture and identity. Our intention is the raise the professional standards for the implementation of design policy and to define a methodology that will influence design education worldwide.

*Professional Design Discipline:* Introduction to professional design and brand research and practice methodologies will enable the students to understand how complex organizations are defined by their public identities, and how those identities can be strategized and designed. Students will learn design research methodologies from a range of core disciplines, including sociology, engineering and marketing. Over the term of the course they will learn to apply these to the design of identity and communication strategy of our project organization, and as such we will innovate how design can contribute to the long-term success of a client enterprise.

**Class Format:**

Each meeting the class will begin with a short lecture and/or presentation, and will follow with students' project presentations—each student will present their work to the class and we will collectively respond with constructive criticism.

Sometimes I will choose to do individual work critique instead of a collective work critique.

15 minute break at approximately 3:30 pm.

**DIMA 150 \_ Brand Identity \_ F2004: Syllabus**

---

Professor Rebeca Méndez.  
DIMA 150: T-TH 2:00 pm to 5:00 pm  
Office: 228J and 228K  
Teacher Assistant: Zehao Chang:  
zai@ucla.edu

09\_30\_04

**CLASS GUIDELINES:**

---

**Attendance:**

Classes will start on time at 2:00 pm sharp.  
If you are 15 minutes late you will be marked tardy.  
Every tardy is a half grade point down on your final grade.  
If you are later than 15 min. you'll be marked absent.  
Every (unexcused) absence is 1 letter grade down. From A to B. Not from A+ to A.  
3 unexcused absences result in failed class.

**Grading system:**

Each class you will be evaluated on the following:

- 25% research
- 25% design
- 25% presentation
- 25% class participation

Your final grade is the average of all grades in combination with your attendance records.

**Project presentations:**

**Research:**

Each class meeting, bring your research documentation in US letter format: 8.5 x 11 (horizontal or vertical).  
You will be not only evaluated on the quality of the research, but on it's organization and layout design.

**Design presentations:**

All design presentations need to be formatted to 11 x 17 sheets (horizontal). Each student is expected to create a simple presentation style to be followed throughout the term.

**Wall presentation:**

All presentations must be ready, up on the wall by 2:00 pm promptly. I expect a clean and organized group presentation. I will explain the details in class.