

**Taught By:**  
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What does it mean to be seen, and how do we shape how we're perceived—by others, by ourselves, and by the digital systems that mediate our lives? This program explores the complex interplay between identity, perception, and branding, asking how we perform and present ourselves across platforms and spaces—whether consciously or not. From social media profiles to professional bios, from everyday self-expression to curated public personas, we're constantly engaged in acts of design.

Together, we'll examine how branding functions not only as a business strategy but as a deeply personal and cultural process—one tied to questions of authenticity, power, aesthetics, and audience. We'll consider how branding shapes and is shaped by our lived experiences and social roles, and how it plays out across personal, professional, real, and imagined contexts.

There will be opportunities for creative exploration of course themes, but no specific design or media skills are required. Students will study a brand or media format of their choosing as a form of research around the mid-point of the quarter. The quarter will culminate in a student-originated brand guide on a more personal topic of interest.

This program will meet in person on Monday evenings from 5:30-7:50 and Thursday evenings from 5:30-9:30 with some asynchronous online coursework like recorded lectures and virtual discussions to be completed between class sessions.

**Anticipated Credit Equivalencies:**

4 - Brand Design; 4 - Critical Media Studies

**Spring Registration:**

Course Reference Numbers  
(8): 30112

TENTATIVE SCHEDULE

week	In-Class	Asynchronous/Lab
1	<p>Introduce assignment: Personal Brand Narrative</p> <p>Ice Breaker: two truths, and a lie (?)</p> <p>IDENTITY AND PERCEPTION</p>	Skip media lab week 1
2	<p>AUTHENTICITY and TRUST</p> <p>Introduce Assignment: Brand or Media Case Study</p> <p>DUE: Personal Brand Narrative</p>	Lab: Media Literacy Group A
3	<p>SOCIAL MEDIA</p>	Lab: Media Literacy Group B
4	<p>PERSONAL vs. POLITICAL</p> <p>DUE: Brand or Media Case Study</p> <p>ASSIGN: Brand Brief</p>	Lab: Graphics Group A
5	<p>CHECK-INS</p>	Lab: Graphics Group B
6	<p>MEDIA TOOLS and CONCEPTS</p> <p>DUE: Brand Brief</p> <p>ASSIGN: Multi-media</p>	Lab: Audio Group A

7	DESIGN TOOLS and CONCEPTS	Lab: Audio Group B
8	SHIFTING IDENTITIES	Lab: Video Group A
9		Lab: Video Group B
10	MULTI-MEDIA BRAND ASSIGNMENT POSTER SESSIONS DEBRIEF	

**Commented [GM1]:** lab not scheduled for this week?

**Commented [ZD2R1]:** I talked to Aaron, We think this might be Memorial Day which is why it wasn't scheduled.