Faculty Senate Course Form

Effective Date: Fall 2026   Submission Date:

Department: TWL   College of: **Technology**   ⊡

Contact Person: Christel Benson

Create New, Revise, Inactivate, or Reactivate: **Revision**   ⊡   Course #: **GC 535**

Course Form:
- Used to create new course numbers or new prefixes.
- Used to change Name, Grading, Hours, Description, Reactivate
- Used to inactivate a course from the current catalog. Courses are never deleted. They are made inactive and can be legislated to become active again.

1. Purpose/Justification for the New course or Changes to existing:
This newly legislated course has been offered for one semester. The structure and project execution aligns with Brand Identity Design rather than Brand Strategy. Input from industry partners influenced the project structure for this course.

2. Is this related to, and/or affect, any other department/college/unit curricula or programs at Pittsburg State University? *If "Yes", please provide an explanation. Provide documentation of any discussions (e.g. copies of emails, memos, etc.) that have occurred.*
○ Yes   ◉ No

3. Is this course to be considered for General Education?
If "yes" this requirement will need approval of the General Education Committee after the revisions have been approved by Faculty Senate. The General Education Course Approval form will also need to be submitted.
○ Yes   ◉ No

4. Will this course be required of any education majors?
*If "yes," this requirement will need approval of the Council for Teacher Education **before** upload to "Approved College Curriculum Legislation" in SharePoint.*
○ Yes   ◉ No

5. Will additional resources or costs be required?
○ Yes   ◉ No

If so, what will be needed?

6. Will any additional course fees be required (e.g. equipment, clothing, travel, licensing, etc.)?
If "yes," complete the Course Fee Form on the Faculty Senate website, it will need to gain approval of the President's Council.

◯ Yes   ⦿ No

7. Objectives/Student Learning Outcomes for NEW courses only, as it will appear in the syllabus:
Attach with upload.

8. Assessment Strategies (e.g. exams, projects, university rubric, etc.), as it will appear in the syllabus:
Attach with upload.

Course Numbers cannot be changed, only created.

	Exsisting	New/Proposed
Title:	Branding Strategy	Brand Identity Design
Course Number:	GC 535	GC 535
Credits:	3	3
Grading System:	A-F IN	A-F, IN
Pre/Co-Requisite(s):		
Course Description:	Branding Strategy applies the theories of design to create unique brand identity assets while implementing Design System management strategies. This course emphasizes the holistic approach of brand strategy-how a brand shows up to its customers (and potential customers). You will explore various brand elements, including voice, storytelling, brand identity, brand values, and overall vibe. Through a combination of design principles, software integration, typography, and technology, you will execute the design process from visualization to production. Case discussions, interactive exercises, and real-world scenario planning will guide you in developing the foundations for a lasting and successful brand. Prerequisites: GC 333 Advanced Graphic Design and GC 430 Inclusive Design.	Brand Identity Design applies the theories of design to create unique brand identity assets. This course explores various brand elements, including voice, storytelling, brand identity, and brand values. Through a combination of design principles, software integration, typography, and technology, students will execute the design process from visualization to production. Prerequisites: GC 333 Advanced Graphic Design and GC 430 Inclusive Design.

PSU Faculty Senate 25-26

Authorization Sign-Off

Checklist: Check once verified.

☑ Required fields completed.
☑ Syllabus attached for new courses
☑ Assignment Strategies Attached

-Approved: Department Chair/Director
Date: 12/16/25   Signature, Chair/Director: _____

-Approved: College Curriculum Committee
Date: 3/2/26   Signature, Committee Chair: _____

-Approved: Dean of College
Date: 3/2/26   Signature, Dean: _____

-Approved: Council for Teacher Education (if applicable)
Date: _____   Signature, Council Chair: _____

-Approved: University Undergraduate Curriculum Committee
Date: _____   Signature, Committee Chair: _____

-Approved: Faculty Senate
Date: _____   Signature, Recorder Faculty Senate: _____

Originating Departments(s): After completing this form, please upload it to the SharePoint, within the appropriate College folder, "Preliminary Legislation", to allow for review and questions. Any modifications should be saved as "original file name.v2.docx" and uploaded as well.

Following final College Curriculum Committee approval, please apply the appropriate signatures, and send them to your College Administrator.