



Course Syllabus

Course Number: GD207
Course Title: Corporate Identity

Class Meetings: Monday & Wednesday
6pm-8:50pm
room#:202

Session/Year: Fall 2013

Instructor Name: Allen Tieri
Email Address: atieri@aii.edu
Instructor Availability Outside of Class: By appointment only

Course Description:

The role of communication design in creating comprehensive corporate identity systems is the focus of this course. An analysis of corporate objectives and practical applications will be the basis for developing a structured corporate identity system, including logo design, color, symbols, and branding. Other business collateral may also apply (stationery, business cards, signage and packaging vehicles). Students will study and analyze effective Corporate Identity systems through case studies. Project solutions will require innovative thinking and alternative design approaches with creative, intense use of otherwise traditional media output.

Course Length: 11 Weeks
Contact Hours: 66 Hours
Lecture: 33 Hours
Lab: 33 Hours
Credit Values: 4.0 Credits

Course Competencies:

Upon successful completion of the course, the student should be able to:

- Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product
- Identify the purpose and function of the discipline of Corporate Identity
- Develop, analyze, design and deliver a comprehensive Corporate Identity system through the creation of Corporate Identity Graphic Standards Manual

- Select and apply appropriate visual elements
- Demonstrate an understanding of the role of shape, color, content, logotypes and symbols in a corporate image system

Demonstrate the principles and effective solution and use of typography

- Apply professional use of typography to design project

Analyze and apply the critical thinking process to the design challenges of specific problems

- Solve and design complex identity development problems through research and case study analysis
- Demonstrate knowledge of industry codes, ethics and laws of corporate identity usage

Determine appropriate, research, concepts, materials, tools, media and skills to solve design problems

- Produce both thumbnail and computer renderings of a logo/logotype keeping in mind pre-press production processes
- Develop, through research and information analysis, a design brief that reflects and individual client's corporate profile
- Demonstrate professional proposal writing skills

Create and optimize graphics for print and web

- Evaluate standardization principles of Corporate Identity as they apply to professional applications in various settings such as 2D, 3D, virtual, web and other formats
- Apply the marks, logotype, and combination marks to multiple corporate communications
- Display consideration of physical requirements in relation to space, audience and cost

Define and apply design terminology according to industry standard

- Demonstrate an understand of branding terminology
- Develop an understanding of 2-dimensional display vs. information systems
- Develop an understanding of 'traffic' flow in a given space or spaces

Create design solutions that reflect global and cultural identities

- Examine and understand the role and importance of effective Corporate Identity in contemporary society

Critique and evaluate design solutions

- Identify the purpose and function of the discipline of Corporate Identity

Identify, develop and produce an integrated brand solution

- Differentiate a product identity from a brand identity
- List the possible elements of a core brand identity or personality
- Explain the role of research in deciding how to shape a brand identity
- Identify the common elements which communicate the value of a brand for the customer
- Generate as long a list as possible of the ways to establish a brand
- Discuss the use of symbols and metaphors
- Discuss the elements of brand packaging to help establish a brand identity

Course Prerequisite(s): *GD109 and GD202*

Textbook(s): Designing Brand Identity - A Complete Guide to Creating, Building and Maintaining Strong Brands. Alina Wheeler. John Wiley Publisher. ISBN: 0-471-21326-8

Technology Needed: Macintosh computers running MacOS10.x with an Internet connection, flatbed scanners, Wacom tablets, printers, software including word processing, illustration, layout and design, virus utilities. Students should have removable hard or flash drive for personal file storage.

Grading Scale:

All assignments must have clear criteria and objectives meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation: (To be completed by instructor)

Student Evaluation / Grading Policies: (To be completed by instructor)

Classroom Policy: (To be completed by instructor)

Student Art Work: (To be completed by instructor)

Students with Disabilities:

The Illinois Institute of Art-Chicago special needs coordinator, Dr. Suzanna Flores, organizes services for qualified students requiring reasonable accommodations. Notifying the Illinois Institute of Art-Chicago that you have a disability or special needs is optional and confidential. However, in order for the school to accommodate your needs, we need advance notice of the services you require. For more information please contact Dr. Suzanna Flores at 312-777-8616.

Counseling: If during the semester you have problems with stress, just need to talk to someone or need a referral to alternative resources, contact Dr. Suzanna Flores, the school counselor. She can be reached in the Student Services offices, or by phone at the services you require. For more information please contact Dr. Suzanna Flores, at 312-777-8616 or by e-mail at sflores@aia.edu.

Attendance Policy: (To be completed by instructor)

Student Conduct Policy: (To be completed by instructor)

LRC Assignment: (To be completed by instructor)

Suggested Weekly Outline

Week 1: Introduction to course. Corporate Identify programs; symbols, logotypes, signatures, and application schemes Review of graphic language; form, attribute, context, and content. Strategies and techniques for inventing a corporate mark. Review and demonstration of software procedures. Production criteria for symbol and logotype. Introduction to the course, class policies, and textbook. What is corporate identity, how does it work? What is a brand? A logo? A collateral system? What is the psychology of a logo?

Assign brand research, due Week 2.

Week 2: Structure: A system of differences. Linking form and meaning: Structural analysis of institutional communication needs. Begin corporate symbol and logotype development. Discussion of corporate identity as it applies to 2D, 3D, and as well as to the Web. Turn in brand research project. Assign Logo #1. Lecture on how to turn a sketched logo into vector art.

Week 3: Evaluation of symbol and logotype. Continue symbol and logotype development. Establishing basic rules of use for symbol and logotype: Designing basic corporate mark configurations. View sketches of Logo #1, discuss creative brief. Lecture on applying a logo to a collateral system. Use the vector version of Logo #1 on different layouts. Assign Logo #2 Collateral System, due Week 4.

Week 4: Formalizing relationships and establishing mark and logotype production standards. Complete symbol and logotype development. Class critique. Evaluating mark configurations. Complete basic corporate configurations. Lecture on Standards Manuals versus Spirit Books and their function. Assign Logo #3 and Mid-Term Project.

Week 5: Midterm

View Logo #3 sketches and collateral system. Class critique and discussion. Further discussion and work on Corporate Identity Graphic Standards Manual.

Week 6: Signage systems. Discussion of 2-dimensional display vs. information systems. Discuss 'traffic' flow in a given space or spaces and its application to corporate signage. Work on Standards Manual. Logo # 3 due.

Week 7: Applying corporate identity to packaging. Establishing linkage between institutional need and identity system meaning/content.

Week 8: Evaluating grid and style manual format. Designing corporate formats. Packaging and pricing the Corporate Identity System.

Week 9: Implementing the corporate identity system on the Web.

Week 10: Complete all work corporate formats, signage, Web, and graphic standards manual.

Week 11: Final presentation of all work and class critique.