EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4007 3.0 SECTION A
CORPORATE IDENTITY DESIGN
FALL 2017 / WINTER 2018

Last Modified Date: 09/25/2017

COURSE CALENDAR DESCRIPTION

Focuses on the design of a corporate identity system for an organization. The system will involve the design of graphic identifiers, typography, selected applications and supporting documents. Prerequisite: Third or fourth year standing in the BDes program or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. Integrated with GS/MDES 5407 3.0.

Corporate identity design is the process of creating and disseminating a visual identity for an organization. A company’s “logo” is part of a visual communication system, and is only one of a multitude of critical symbols which influence perceptions of all the organization’s audiences both external and internal. Topical outline: 1. Symbols, marks, meaning 2. Case studies in corporate identity 3. Type and graphic symbols 4. The informational aspects of application guidelines 5. The design of application guidelines

Prerequisites: FA/YSDN 3004 3.0 and FA/YSDN 3003 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
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</thead>
<tbody>
<tr>
<td>Wong, Wendy Siuyi</td>
<td>Sec. A / BLEN / F</td>
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SPECIAL FEATURES

York University / Sheridan Institute Honours Bachelor of Design Program
FA/YSDN4007 (3.0) / GS/MDES 5407 (3.0) Corporate Identity Design Fall 2017
Design studio / Elective for design majors / Blended course
Corporate Identity Design
Section A @ York | Course Director: Wendy Siuyi Wong, PhD
Email: wsywong@yorku.ca
Course website: https://moodle.yorku.ca
Wednesdays 16:30–20:30, DB 4028 (Studio 3)
< Course outline

SHORT COURSE DESCRIPTION

This course will focus on the design of a corporate identity system for an organization. The system will involve the design of graphic identifiers, typography, selected applications and supporting documents.

EXPANDED COURSE DESCRIPTION

This course will focus on the design of a corporate identity system for an organization. The system will involve the design of
graphic identifiers, typography, selected applications and supporting documents. Visual identity systems are ubiquitous and an essential area of study for graphic design students. Studying and designing identity systems allows students to understand and explore principles of formal design and functionality within an organizational context.

LEARNING OUTCOMES KNOWLEDGE
» On successful completion of the course, students will have demonstrated their knowledge of:
• The visual communication system of an organization
• The process of creating a visual identity for an organization
• The structure and function of a style manual for the visual communication system
• The process of creating a style manual

SKILLS
» In successful completion of the course, students will have demonstrated their skill in:
• Written communication (demonstrated through a graded written proposal for the organization, its special characteristics and recommendations)
• Analytical and creative thinking
• Using the design process to solve complex communication problems
• Organizing and creating hierarchies of information
• Achieving professional standards in the presentation of comps and prototypes

ATTITUDES
» On successful completion of the course, students will have demonstrated attitudes of:
• Engagement in classroom activities
• Respect for project schedules and due dates
• Respect for intellectual property

COURSE FEES
For all non-majors (students not currently enrolled in the Joint Program in the Department of Design, York), there is a Compulsory Supplementary Fee of $50.00, which covers the cost of some of the materials used for class projects. The fee also subsidizes the cost of other materials such as photocopying, b&w laser output, software use, other services, etc. All supplementary fees (compulsory and voluntary) are payable in cash or certified cheque at the York Department of Design Administrative Offices within the first two weeks of term.

PROPER USE OF FACILITIES
Use of the Design facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missing deadlines. Students under suspension of privileges must find alternative means to complete projects.

GRADING
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Projects will be graded using the following criteria:
1. Breadth and depth of investigation this applies to rigour of image-making experimentation and image-making exploration and rigour of conceptual development.

2. Effectiveness of communication understanding of the project and its parameters, originality, appropriateness of solution, demonstrated control of all visual elements.

3. Visual quality visual interest created, ability to translate ideas into technically refined forms.

4. Presentation neatness, organization and technical ability demonstrated in class presentations, and in construction and assembly of all physical/digital materials used in projects.

DEMONSTRATION OF LEARNING

The process of learning is cumulative: a project is not just “learned” when completed overnight. Instructors are aware of a student’s learning development during the semester via the quality and amount of work presented each week for critique.

Assignments provide an opportunity for students to reinforce and immediately test theory. And while documentation is requested at the end of each topic and does provide a record of student breadth and depth of exploration, progress is also measured by weekly student engagement: answering questions with eloquence and insight, the asking of questions in class, and engagement with one’s peers about graphic design.

Each student must present concepts and design solutions in individual, small group and full class critique situations.

Assessment of participation and engagement in the learning process takes place on these occasions. It is essential that students attend all classes and engage in all critiques.

EVALUATION

This course will be evaluated using the continuous assessment method with 3 topics on branding: 1) Concept; 2) Strategy; 3) Design through weekly blogs and projects. The final grade for the course will be based on the following items weighted as indicated:

Participation & attendance 10/100%
Week 2 to 4: Topic 1 < Concept (group) 20/100%
Week 5 to 8: Topic 2 < Strategy 30/100%
Week 9 to 12: Topic 3 < Design 40/100%

GRADING SYSTEM

A+ 90–100% rare and exceptional work, thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts and techniques in satisfying the requirements of an assignment or course

A 80–89% excellent work, thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality

B+ 75–79% very good work, thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use
of those concepts and techniques
B 70–74% good work, good level of knowledge of concepts and techniques together with considerable skill
C+ 65–69% competent work, acceptable level of knowledge of concepts and techniques together with considerable skill
representing the student’s competence to continue and the department’s wish to have the student continue
C 60–64% fairly competent work, acceptable level of knowledge of concepts and techniques together with some skill
D+ 55–59% passing work, slightly better than minimal knowledge of concepts and techniques together with limited skill
D 50–54% poor work, representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of
required exercises
E 31–49% very poor work
F F 0–30% inadequate work
All courses taken at York, including failures, are included in grade point average calculations. To calculate your Grade Point
Average please visit www.yorku.ca/finearts/sas/gpa.htm
The use of stock art is discouraged in this class. Rather, students are encouraged to do their own photography
or find a way to
creatively reinvent the image that they need. Hopefully, this will allow the student to be able to claim
creative authorship over the
image in question. If in doubt, discuss it with your colleagues.
DUE DATES AND LATE PROJECTS
All projects and exercises must be turned in on the date specified in the project brief. Late projects are
subject to a –10% penalty
per day late.
Both assignments and final projects are due at the beginning of class. Students cannot be printing and
assembling their work
at the beginning of the class or during breaks.
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ATTENDANCE AND LATENESS
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be
taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late
for class, or not attending.
Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four
classes during the term, a grade of “F” will be given for the course. Exceptions to the lateness penalty for valid reasons such as
illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g.
a doctor’s letter).
Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.
LAST DAY TO DROP THE COURSE
Fall Term drop date is Friday November 7, 2014. It is a requirement that graded feedback on work representing at least 15% of the final grade for the course be completed and known by the student prior to the drop date.

PROPER USE OF FACILITIES
Use of the BDes facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines.

Students under suspension of privileges must find alternative means to complete projects.

IMPORTANT COURSE INFORMATION FOR STUDENTS
All students are expected to familiarize themselves with the following information:

ACADEMIC HONESTY & INTEGRITY
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69.

There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

OCCUPATIONAL HEALTH & SAFETY
Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/

ACCESSIBILITY/DISABILITY SERVICES
Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register with disability services in Counselling & Disability Services as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

AT YORK UNIVERSITY:
Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:
Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds

AT SHERIDAN COLLEGE:
Accessible Learning Services is located in Room B103, Trafalgar Campus. 905-845-9430 x2530, www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx

COUNSELLING SERVICES
www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx

HEALTH SERVICES
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ETHICS REVIEW PROCESS
YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

RELIGIOUS OBSERVANCE ACCOMMODATION
York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class.
Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately.
Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from at York, Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

STUDENT CONDUCT
Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an
appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that
endeavour. Further,
the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the
class. A statement
of the policy and procedures involving disruptive and/or harassing behaviour by students in academic
situations is available on
Entering external design award shows and competitions In an effort to encourage more students to enter
external award shows
and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at
outside award shows
and competitions, up to $35 (CAD) per piece entered.
To take advantage of this, students must:
• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide written proof that they have received an award/prize, and
• Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another
currency, we
require a receipt indicating the exact amount you paid in Canadian Dollars).
NOTE: Students are responsible for any other fees that may be associated with the prize. Please contact Barb
Batke (bbatke@yorku.ca) for reimbursement after you receive the award.
DIGITAL LOCKERS
Each student is allocated 5G of data storage space for the length of their BDes education. Registered
non-major students are also
allocated 5G of storage space for the period they are registered in YSDN courses. To access your Digital
Locker space using a Mac
computer, via the Finder, go to Go>Connect to Server (K)...> and type in the following:
digital-locker.design.yorku.ca
Enter your “User name” and “Password.” Your personal space will
be located in the folder thread:
YSDNSTUD_[last number of your student number]_[your name].

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READINGS
The following books are recommended resources for the course. Additional readings may be assigned or
recommended during the
course.
AVA Publishing.
» Balmer, John M.T. (2012). Strategic corporate brand alignment: Perspectives from identity based visual
corporate brands.
Hoboken, N.J.: John Wiley &
Sons. (eBook)
practices. Journal of Product &


» Holloman, Christer. (2013). The social media MBA in practice: An essential collection of inspirational case studies to influence your social media strategy. Chichester, West Sussex UK: John Wiley and Sons. (eBook)


VIDEO


WEBSITES
» A glossary of brand terms | http://www.blackcoffee.com/brand-related/brand-terms/
» Brand Archives | http://www.brandarchives.org
» Adbusters | http://www.adbusters.org
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< Weekly Schedule
Week Project Contents
Week 1:
Sept 13
Studio
Course and projects overview
Discussion; Form groups for project 1
Project 1: Weekly forum
Week 2:
Sept 20
1: Concepts of branding
(20%)
Studio
Lecture: Concept I < business investigation, startup, online survey
Project 1: Weekly forum
Week 3:
Sept 27
Moodle
Concept II < marketing, writing scripts for video
Project 1: Weekly forum
Week 4:
Oct 4
Moodle
Project 1 submission & critiques
Project 2 briefing & starts
Week 5:
Oct 11
2: Strategy of branding
(30%)
Studio
Strategy I < naming, deconstructing brands, brand foundation
Project 1 feedback
Project 2: Weekly forum
Week 6:
Oct 18
Studio

Strategy II < eMarketing possibilities, advertising, landing page
Project 2: Weekly forum
READING WEEK
Week 7:
Oct 25
Studio
Project 2 presentation & comps submission
Project 2 feedback & revision
Project 3 briefing & starts
Week 8:
Nov 1
3: Design for Branding
(40%)
Moodle
Design I < designing brand
Project 2 final submission
Project 3: Weekly forum
Week 9:
Nov 8
Studio
Design II < elements, application
Project 3: Weekly forum
Week 10:
Nov 15
Studio
Design III < digital opportunities for branding
Project 3: Weekly forum
Week 11:
Nov 22
Project 3 presentation & comps submission
Project 2 feedback & revision
Week 12:
Nov 29
Project 3 final submission
Project 3 feedback
Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University