Expanded Course Description

Yorkshire/Sheridan Design
School of the Arts, Media, Performance and Design
Design Department

FA / YSDN 4007 3.0 SECTION G
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.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

Instructor(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oikonen, Karen</td>
<td>Sec. G / PRAC / F</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Special Features

YSDN 4007 • FALL 2017 York University/Sheridan College Program in Design
Corporate Identity
Course Director: Karen Oikonen, karen.oikonen@sheridancollege.ca
Time & Location: Fridays, 1:30pm – 5:30pm, Room J223
Prerequisites: Third or forth year standing in the BDes program or permission of the Department of Design.
Course Drop Date: The last day to drop this course without receiving a grade is November 10.
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.
Course Topics
This course has been broken down into four components: A written research report outlining your chosen organizations identity challenges and proposed goals, a new identity design for your
chosen organization based on the goals outlined in your research report, the design of at least six different applications of your corporate identity, and the preparation of an identity guidelines document in a digital format.

Topics covered include:
- Ways to think about graphic identity
- Symbols, marks, meaning
- Conducting research / writing a proposal
- Case studies in corporate identity
- Creating voice: type, image, sound, interface
- Building brand applications and guidelines

**Learning Outcomes**

Upon successful completion of this course, students will have demonstrated their abilities to:
- Carry out research and use findings to inform design decisions.
- Consider a range of approaches to graphic identity making.
- Employ design thinking as means to foster meaningful connections between an organization and it’s audience.
- Apply advanced knowledge of typography in the creation of an identity design.
- Produce an Identity Design Standards Document to professional standards.

**Evaluation**

15% **Phase 1:** Research Report — **Part 1** – due September 22th, **Part 2** – due September 29th

20% **Phase 2:** Identity Design and Process – due October 20th

20% **Phase 3:** Six applications – due November 17th

35% **Phase 4:** Identity Design Standards Document – due December 1st

10% Attendance/Progress/Participation

**Grading, Assignment Submission, Lateness Penalties and Missed Tests**

**Grading:** The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests* will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)

(For a full description of York grading system see the York University Undergraduate Calendar - [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar: [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

**Grade Grade Pt Percent Range Description**

A+ 9 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/techniques in satisfying the requirements of an assignment/course.

A 8 80 – 89% EXCELLENT WORK Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.

B+ 7 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/techniques.

B 6 70 – 74% GOOD WORK Good level of knowledge of concepts and techniques together with considerable skill.

C+ 5 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 4 60 – 64% FAIRLY COMPETENT WORK Acceptable level of knowledge of concepts and techniques together with some skill.

D+ 3 55 – 59% PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 2 50 – 54% POOR WORK Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

E 1 31 – 49% VERY POOR WORK

F 0 0 – 30% INADEQUATE WORK

All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

Assignment Submission: Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in class on the appropriate date.

Lateness Penalty: Assignments received later than the due date will be penalized 10% per business day that the assignment is late. 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).

Missed Tests: Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

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. 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.

ADDITIONAL INFORMATION:

Proper Use of Facilities: Use of the YSDN 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.

Student Responsibilities

• It is the responsibility of the student to respect intellectual property and copyright law.

• Students must provide the Course Instructor with an active email address which is checked on a regular basis; all communication with the Course Instructor outside of regular class hours should be conducted by email—this includes notice of lateness or absence.

• It is the responsibility of the student to inform the Course Instructor, in a timely fashion, of any problems that may interfere with the student’s progress in the course.

• All work intended for final print output must always be printed prior to class in preparation for in-class critiques and discussion.

• It is the responsibility of the student to make themselves familiar with the course outline and come to class prepared for the activities listed therein. This includes arriving for guest lectures having prepared yourself ahead of time with knowledge of the speaker and their work.

• Each student is expected to present their work and process in individual, small-group, and full-class critiques.

• Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not always be provided. Lecture slides and handouts contain copyright material, and must not be redistributed
It is the responsibility of the student to always back up their digital work. Every student is expected to have current project files available for critique according to the course outline. Use Digital Locker or external drives to back up work. The hard drives on the lab computers are not intended for storage of student work and will be trashed of all files on a regular basis.

IMPORTANT INFORMATION FOR STUDENTS:

All students are expected to familiarize themselves with the following information:

**Academic Honesty & Integrity:**

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](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/](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 at both York and Sheridan 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 these 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](http://www.yorku.ca/cds) or by contacting the offices of the disability service providers:
- Learning Disability Services - W128 Bennett Centre for Student Services (BCSS), 416-736-5383, [www.yorku.ca/cds/lds](http://www.yorku.ca/cds/lds)
- Mental Health Disability Services - N110 BCSS, 416-736-5297, [www.yorku.ca/cds/mhds](http://www.yorku.ca/cds/mhds)
- Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, [www.yorku.ca/cds/psmds](http://www.yorku.ca/cds/psmds)


**At Sheridan College:**
Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x2530


Counselling Services

Health Services

**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](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](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](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 the York website [http://www.yorku.ca/univsec/policies/document.php?document=82](http://www.yorku.ca/univsec/policies/document.php?document=82).

**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.

---

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

**Moodle @ York University**