EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4007 3.0 SECTION M
CORPORATE IDENTITY DESIGN
FALL 2018 / WINTER 2019

Last Modified Date: 01/14/2019

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>
</tr>
</thead>
<tbody>
<tr>
<td>Fraiman, Lyle</td>
<td>Sec. M / STDO / W</td>
<td><a href="mailto:l_fraiman@fraimandesign.com">l_fraiman@fraimandesign.com</a></td>
<td>416 591 1444 Ext. 21</td>
</tr>
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SPECIAL FEATURES

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Meeting time: Wednesdays 16:30-20:30 Tel: 4028
York Campus CD: Lyle Fraiman
Contact info: yorkbdes@gmail.com
Personal meetings: by appointments
Prerequisite
Third or fourth-year standing in the BDes program or permission of the Department of Design.
Expected Computer Skills
Good working knowledge of all Adobe CC apps.
Course Description
Corporate identity is a visible and important sector within the graphic design discipline, affecting large and small organizations. It is an essential area of study for graphic design students.
Learning to design identity systems allows students to understand and explore principles of applicable design and
functionality within an organizational context. This course will focus on the design of a corporate ID guideline manual for a large organization and will involve graphic identifiers, a new visual vocabulary and supporting documents.

Topics covered:
- Symbols, wordmarks and their meaning
- Case studies in corporate identity
- Typographic and graphic symbols
- Informational aspects of application guidelines
- Design of application guidelines
- Production of a guidelines manual
- Project administration and time-management

Learning Objectives

Knowledge
- Conceiving a comprehensive visual communication system for a large organization
- Creating and producing a visual identity manual for such organization
- Learning the function and process of creating a style manual

Skills
- Written communication by submitting a proposal for an ID system with strategic recommendations
- Visual and verbal analytical and creative thinking
- Using the design process to solve complex abstract communication problems
- Organizing and creating hierarchies of information
- Achieving professional standards in the presentation of comps and prototypes

Corporate Identity Design

Attitudes
- Engagement in classroom activities and discussions
- Respect for project schedules and due dates
- Respect for intellectual property

NOTE: Students may not use their cell phone during lectures, discussions or presentations. Students who do so will be ejected with a negative impact on their participation grades.

Proportional weighting of the course work:

Grading

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 / techniques in satisfying the requirements of an assignment/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 /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 required 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 0 – 30% INADEQUATE WORK

Late Projects

No late projects will be accepted. All projects must be presented and handed in on the date specified in the project schedule. If a project is not submitted on time a grade of F will be recorded and a numerical equivalent of 0 will be averaged into the final grade.

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Dropping the Course

March 8, is the last day that a student can withdraw from this course without receiving a grade. Financial penalties may be involved and would be assessed depending on the precise date the course was dropped.

Student Responsibilities

• If a student is absent from four classes during the term, no credit will be given for the course and all academic and financial penalties and consequences attached to the student’s non-attendance will be the responsibility of the student.

• All course work is to be submitted directly to the course instructor during scheduled course hours. Do not hand in any work to the Department of Design Office at York University.
Unless otherwise specified, assume all projects are due at the beginning of class time. Medical exemption for lateness must be accompanied by proper written and signed documentation.

- If you know you are going to miss, or be late for, a class, let your instructor know ahead of time. Send an e-mail message to yorkbdes@gmail.com.

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

- It is the responsibility of the student to always back-up their digital 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.

- It is the responsibility of the student to read and understand both the Faculty of Fine Arts Policy on Academic Honesty in the York calendar as well as the Policy on Academic honesty outlined in the Sheridan Student handbook. These policies deal with offenses such as cheating, submission of one piece of work in satisfaction of two assignments without prior informed consent, impersonation, plagiarism and other misappropriation of the work of another, obstruction of the academic activities of another, aiding or abetting academic misconduct, etc. In particular, students taking design courses should be mindful of the dangers of misappropriation and misrepresentation of another person’s images. In the creation and presentation of all design practicum works, students who use the work of others must clearly state the extent and nature of the appropriation to their instructor. Failure to do so will constitute a breach of academic honesty. Penalties for breach of academic honesty may include:
  - failure in the course,
  - failure in the course plus a notation of breach of academic honesty on the official transcript, or
  - suspension from the Joint Program in Design.

All students should consult the on-line tutorial regarding plagiarism at: http://www.yorku.ca/academicintegrity/students.htm

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://www.yorku.ca/dohs/ergonomics/ergonomics.htm

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.

Additional Information

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

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 York University and Sheridan College.

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.

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At York University:
Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:
Learning Disability Services - W128 Bennett Centre for 
Physical, Sensory and Medical Disability Services - N108 Ross 
The York Senate Policy on Accommodating Students with 
Disabilities is available at http://www.yorku.ca/secretariat/ 

At Sheridan College:
Accessible Learning Services is located in Room B103, 
Trafalgar Campus. 905-845-9430 x2530

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 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 the York website http://www.yorku.ca/univsec/policies/document.php?document=82.

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 arrange for delivery;
• Provide written proof that they have received an award/prize,
• 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.

PDF file naming
4007_pX_W19_lastname_initial.pdf (part of submission grade)

Suggested text resources
• Schmidt, Klaus. The Quest for Identity. London & New York:
Cassell, 1995


Recommended periodicals
Graphis, Print, Communication Arts, Creative Review (UK), CMYK, I.D. magazine.

Online resources:
There are numerous websites dealing with corporate identity.
Some present low-level information inappropriate for high-level education. Be selective. Explore online information with a great deal of discretion and critique.

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Schedule and Project Timeline
Meeting Time(s): W 16:30-20:30
March 9, 2018 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.
Please note the schedule is tentative. You will be informed of changes to this schedule and course content will be adjusted as required.

PDF file naming (will be graded)
4007_pX_w19_lastname_initial.pdf
project # last & first name
course # term/year

READING DAYS
Jan 9 Feb 13 Apr 3

Project brief
Our course project requires the development of a new corporate identity design for a cultural institution or a nonprofit organization (national or international).
The institution or organization must have at least 100 employees and have a national or international operation, preferably with multiple locations.
It is highly recommended that you begin thinking as soon as possible about a company who’s identity you feel could benefit from your re-design.
Submit a prioritizes list of three (3) potential candidates on a slip of paper by the end of the first class. Your selection will have to be approved by the CD, so it’s a good idea to have
alternative choices.

Some institutions for your consideration are:
- museums
- art galleries
- orchestras
- ballet companies
- opera companies
- theatres and concert halls
- book or media publishers
- any non-governmental organizations (NGO)
- educational institutions
- large cultural events and festivals

Companies that are entirely internet-based (such as Yahoo, eHarmony, eBay, etc.) are not acceptable.

Individual preferences must be discussed with, and approved by, the CD.

DUE
DUE
DUE

Reading days: Feb. 16-22, 2019

P1 Logo + fluid elements
Research paper 10%
35%
45%

Meetings >
P2 Guidelines Manual applications

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

Moodle @ York University