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 2019 / WINTER 2020

Last Modified Date: 01/08/2020

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>
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SPECIAL FEATURES

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Meeting time: Wed. 16:30-20:30 – Lab:4034
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 CS apps.
Course Description
Corporate Identity (CI) is all around us – it is a visible and important sector within the graphic design discipline.
It affects large and small organizations and mastering design of CI systems allows us to understand and explore principles of applicable CI design and function within an
organizational context. This course will focus on the design of a Comprehensive CI Guidelines 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
• Information aspects of application guidelines
• Design of application guidelines
• Production of a guidelines manual and copy
• 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 and writing user instructions

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 are requested not to use their cell phone during lectures, discussions or presentations. Students who do so will be asked to leave the class with a negative impact on their participation grades.

Grading
A+ 90 –100% RARE AND EXCEPTIONAL WORK
A 80 – 89% EXCELLENT WORK.
B+ 75 – 79% VERY GOOD WORK.
B 70 – 74% GOOD WORK
C+ 65 – 69% COMPETENT WORK
C 60 – 64% FAIRLY COMPETENT WORK
D+ 55 – 59% PASSING WORK
D 50 – 54% POOR WORK
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.

Student Responsibilities
Attendance will be taken at the beginning of each class. Regular and punctual attendance is required professional behaviour in the industry and therefore in this course. Students are responsible for letting the CD know ahead of time if they are going to be late or miss a class.

- All project submissions (and presentations) are at the beginning of the class and should be submitted directly to the CD during scheduled course hours. Do not hand in any work to the Department of Design Office unless otherwise specified. Medical exemption must be accompanied by proper written and signed documentation.
- If a student is absent from four classes or more during the term, no credit may 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.
- If you know you are going to be late for, or miss, a class, let your CD know ahead of time by sending an e-mail to yorkbdes@gmail.com.

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Dropping the Course
March 13, 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.

- 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 U calendar. 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 Design Program.

All students should consult the on-line tutorial regarding plagiarism at: https://spark.library.yorku.ca/academicintegrity-what-is-academic-integrity/

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://hr.info.yorku.ca/health-safety-employee-well-being/

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
Students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca.
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: www.yorku.ca/academicintegrity

Accessibility/Disability Services
Both York provides 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.
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 should meet with your CD early in the term to discuss your accommodation needs. Please note that registering with disabilities services and an accommodation letter is necessary to avoid any punitive actions.
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

Ethics Review Process
York U students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://secretariat-policies.info.yorku.ca/policies/ethics-review-process-for-researchinvolving-
human-participants-policy/. Undertaking research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) requires students 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.

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Religious Observance Accommodation
York U is 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 presentation pose such a conflict for you, contact the CD 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 CD 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. The instructor is the best person to decide 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.
External awards
In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse a portion of the entry fee for winning entries at outside award shows and competitions. 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.

Suggested classic book resources
• Rand, Paul. Thoughts on Design: As relevant today as it was when first published, this classic treatise is an indispensable addition to the library of every designer.
• Schmidt, Klaus. The Quest for Identity: Corporate Identity, Strategies, Methods and Examples by Klaus Schmidt
• Frutiger, Adrian. Signs and Symbols: Their Design and Meaning: Discusses the elements of a sign, and looks at pictograms, alphabets, calligraphy, monograms, text type, numerical signs, symbols, and trademarks

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.

PDF file naming
To help archive students’ work in an organized manner, York U has developed a common file naming system which students are required to follow without exceptions. All work submitted
Schedule and Project Timeline

Meeting Time(s): W16:30-20:30

Please note the schedule is tentative. Should any changes to the above be necessary, you will be informed by the CD and the course content will be adjusted accordingly.

March 13, 2020 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.

Reading Days: Wed. Jan 8 Feb 26 Wed. Apr 1

Project brief

Our course project requires the development of a new corporate identity design for a cultural institution or a non-profit organization (national or international). The institution or organization must have at least 50 employees and have a national or international operation, preferably with multiple physical 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.

Alternate individual preferences may be considered.
but must be discussed with, and approved by, the CD.

01 02 03 04 05 06 07 08 09 10 11 12
DUE
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DUE
Reading days: Feb. 15-21, 2020
P1 Logo + Fluid elements
Concepts
Research paper 10%
35%
45%
Meetings
P2 Comprehensive CI Guidelines Manual;
PDF and Hard Copy

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