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 2020 / WINTER 2021

Last Modified Date: 08/31/2020

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. A / STDO / F</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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</tbody>
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SPECIAL FEATURES

Meeting time: Online Course – Wednesdays, 16.30-
York CD: Lyle Fraiman
Contact info: yorkbdes@gmail.com
Personal communications: by email or online appointment

Technical requirements for taking the course:
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.

Location
Please note that this is a course that depends on remote teaching and learning. Most lectures will be delivered via Zoom online-meetings and much of the weekly general communication will be conducted --via YorkU Moodle module. There will be no in-class interactions or activities on campus. Any personal student/teacher interaction could also be conducted via yorkbdes@gmail.com
Time and structure
Initial online class meetings will be conducted as specified above. Alternate meeting times may be
determined following class discussion and subject to class consensus. Please note that there will be no
negative impact on the students’ learning experience regardless of the times or number of online-meetings.
The learning experience of this course – whether online or in-class – is heavily dependent upon independent
project work.

Topics covered
• Symbols, wordmarks and their meaning
• Case studies in corporate identity (CI)
• Typographic and graphic logos
• Information and guidelines on CI application
• Design of User Guidelines Manual
• Production of a User Guidelines Manual
• Project administration and time-management

Learning outcome
Knowledge
• Research focused on developing a comprehensive CI system for a large organization
• Conceiving a comprehensive visual identity system
• Creating and producing a User Guidelines Manual
• Learning the function and process of creating a CI style manual and writing user instructions

Skills
• Research and writing – submitting a proposal for an ID system with strategic recommendations
• Conceptual development – verbal analytical and creative thinking
• Design – using design process to solve complex abstract CI communication problems
• Expertise – achieving professional standards in the presentation of creative strategies and concepts

Grade assessment
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

Additional information
Late Projects
Late projects are not acceptable. All projects must be handed in on the due date specified in the project
schedule. Unless they are exceptional circumstances which have been approved in advance, late project may
have a serious, adverse impact on the final grade.
Student Responsibilities

Regular and punctual attendance is a required professional behavior in the industry and therefore in this course. Online meetings are no exception. Students are responsible for letting the CD know of any difficulty in keeping up with the pace.

NOTE:

Last date to drop a Fall term course without receiving a grade: **November 6, 2020**
Last date to drop a Winter term course without receiving a grade: **March 12, 2021**
Last date to drop a Full Year course without receiving a grade: **February 5, 2021**

Academic Policies / Information

The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet that includes:

- York's Academic Honesty Policy and Procedures / Academic Integrity Web site
- Access/Disability
- Ethics Review Process for Research Involving Human Participants
- Religious Observance Accommodation
- Student Code of Conduct

Additional information:

- Academic Accommodation for Students with Disabilities
- Grading Scheme and Feedback Policy
  
  The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

- Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more. [http://www.registrar.yorku.ca/enrol/dates/index.htm](http://www.registrar.yorku.ca/enrol/dates/index.htm)
- Manage my Academic record [http://myacademicrecord.students.yorku.ca/](http://myacademicrecord.students.yorku.ca/)
- "20% Rule"
  
  No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.

  Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Additional Information / Sheridan College

- Accessible Learning Services, Trafalgar campus, B104, (905) 845-9430, ext. 8196
  
  [sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services](sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services)
- Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557
  
  [sheridancollege.ca/life-at-sheridan/student-services/counselling-services](sheridancollege.ca/life-at-sheridan/student-services/counselling-services)
- Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550
  
  [sheridancollege.ca/life-at-sheridan/student-services/health](sheridancollege.ca/life-at-sheridan/student-services/health)
Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University