EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4007 3.0 SECTION G
CORPORATE IDENTIY 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 3.00.
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)

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<th>Name</th>
<th>Section / Format / Term</th>
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<td>Kovats, Katalin</td>
<td>Sec. G / STDO / F</td>
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SPECIAL FEATURES

Please note that this is a course that depends on remote teaching and learning.
There will be no in-class interactions or activities on campus.

Technical requirements for taking the course
Classes will be held remotely, through the Internet, using video and audio conferencing. A computer or smart device with audio and video capabilities will be necessary to participate.

Classes will begin with everyone available to participate in synchronous learning, presentations and critiques. Followed by break-out groups and individual critiques.

This course focuses on branding and identity as the expression of the culture and values of organizations, products and services. Strategic positioning and communicating with the brand audiences is emphasized through the development of a branding system that will consider a variety of media and experiences.
Pre-requisite: Third or fourth year standing in the BDes program or permission of the Department of Design.

An understanding and competence with Adobe Illustrator, Adobe Photoshop and Adobe InDesign is a necessary prerequisite for this course.

Useful information for technical requirements
Speedtest – https://www.speedtest.net/
Computing for Students Website – https://student.computing.yorku.ca/
Student Guide to eLearning at York University – http://elearning-guide.apps01.yorku.ca/
Learning Skills Services – https://lss.info.yorku.ca/online-learning/

TOPICS AND CONCEPTS

An in-depth study and design of corporate identity systems to understand and explore principles of formal design and functionality within an organizational context.
Topics covered include:
• Ways to think about graphic identity
• Conducting research/writing a proposal
• Symbols, marks, meaning
• Case studies in corporate identity
• Creating voice: type, image, interface
• Building brand applications and guidelines

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

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

GRADED ASSESSMENT
The proportional weighting of the coursework is:
15% Phase 1: Research report
20% Phase 2: Identity design and process
20% Phase 3: Design of six applications
35% Phase 4: Identity design standards document
10% Attendance, progress, participation

Grading will be based on distinct aspects related to each assignment, including:
• Depth of research
• Breadth of conceptual development
• Consistency of design system
• Technical execution and typography
• Clarity of communication and writing
• Presentation

Grading System and Lateness Penalties
All students are expected to complete the coursework by the specified due date.
All work must be complete and ready for presentation/submission via the Internet as specified by the course director. Work not submitted as specified, will be counted as late. Assignments received later than the due date will be penalized 10% per business day that the assignment is late.

In the rare event that this is impossible, contact your instructor directly to make arrangements. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be considered by the Course Director but will require supporting documentation (e.g., a doctor’s letter). Further extensions or accommodation will require students to submit a formal petition to the Faculty.

Students are responsible for letting Faculty know ahead of time if they are going to be late for class or will not be participating.
Program 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/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

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

Dropping the Course
The last date to drop the course without receiving a grade is November 6, 2020.

ADDITIONAL INFORMATION

The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet – https://secretariat.info.yorku.ca/senate
that includes: York’s Academic Honesty Policy – 
https://secretariat-policies.info.yorku.ca/?p=2040
and Procedures / Academic Integrity Web site –
http://www.yorku.ca/tutorial/academic_integrity/

• Access/Disability – https://passportyork.yorku.ca/ppylogin/ppylogin
• Ethics Review Process – https://secretariat-policies.info.yorku.ca/?p=81 for Research
  Involving Human Participants
• Religious Observance Accommodation – https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs
• Student Code of Conduct – http://oscr.students.yorku.ca

Additional information

• Academic Accommodation for Students with Disabilities – 
  https://secretariat-policies.info.yorku.ca/?p=59
• Grading Scheme and Feedback Policy – https://secretariat-policies.info.yorku.ca/?p=74
  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
  • Manage my Academic record ņ 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
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services
Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University