EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4007 3.0 SECTION G
CORPORATE IDENTITY DESIGN
SUMMER 2020
Last Modified Date: 05/15/2020

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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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<td>March, James</td>
<td>Sec. G / STDO / S1</td>
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SPECIAL FEATURES

1. **Corporate Identity Design** York University /Sheridan College Program in DesignYSDN 4007 Spring Term 2020. Special Features: 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. 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. 2. **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
- Symbols, marks, meaning
- Conducting research/writing a proposal
- Case studies in corporate identity
- Creating voice: type, image, sound, interface
- Building brand applications and guidelines
3. Learning Outcomes with Examples
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 development
• Employ design thinking to foster meaningful connections between an organization and its audience
• Apply advanced knowledge of typography in the creation of an identity design
• Produce an Identity Design Standards Document to professional standards

4. 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

Corporate Identity Design Section G Sheridan
Mondays and Thursdays 11:30 am to 3:30 pm
Course Director
James March james.march@sheridancollege.ca

Grading System and Lateness Penalties
All students are expected to complete the course work by the specified due date.
All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work not submitted at the beginning of class will be counted as late. All course work is to be submitted directly to the course instructor during scheduled course hours. In the rare event that this is impossible, contact your instructor directly to make arrangements.

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.
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 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 not attending.

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 March 13, 2020.

5. Additional Information
Academic Policies/Information
The Senate Academic Standards, Curriculum and Pedagogy (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

https://secretariat.info.yorku.ca/files/CourseInformation-ForStudentsAugust2012-.pdf

Additional Information York University

- Academic Accommodation for Students with Disabilities
- Alternate Exam and Test Scheduling
- 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://registrar.yorku.ca/enrol/dates/fw18

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

Moodle @ York University