

## 25896 - Corporate Identity

### Syllabus Information

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**Academic Year:** 2020/21

**Subject:** 25896 - Corporate Identity

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** First semester

**Subject Type:** Optional

**Module:** ---

## 1.General information

### 1.1.Aims of the course

The general objective of the degree is to provide students with the skills that will enable them to manage the knowledge and design capacity required for the planning and development of the entire process of design, manufacture and life of a product.

The specific objectives of the course are:

To know the strategy and values of the company and its corporate image.

To manage and develop the methodology of corporate image projects.

To study the creation and management of names and brands. Branding.

To study the fundamentals of window dressing, stand design, exhibitors, flexible constructions and temporary installations.

To deepen the knowledge of the graphic image application manual and the development of applications.

These approaches and objectives are aligned with some of the Sustainable Development Goals, ODS, of Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>) and certain specific goals, so that the acquisition of the learning outcomes of the subject provides training and competence to the student to contribute to some extent to their achievement:

Goal 12: Ensure sustainable consumption and production patterns

- Target 12.2 By 2030, achieve sustainable management and efficient use of natural resources
- Target 12.5 By 2030, significantly reduce waste generation through prevention, reduction, recycling and reuse

Goal 16: Promote just, peaceful and inclusive societies

- Target 16.7 Ensure inclusive, participatory and representative decision-making at all levels that is responsive to the needs

### 1.2.Context and importance of this course in the degree

Through this course, the students will deepen their knowledge of key aspects of product communication with the user, such as the application of graphic design to generate brand image, and the communication of product characteristics to the market through the development and implementation of corporate image strategies.

### 1.3.Recommendations to take this course

It is recommended to have passed the Graphic Design and Communication course, 2nd year, before starting the course. The knowledge acquired in the 2nd year course is essential to obtain the best results in this subject.

## 2.Learning goals

### 2.1.Competences

Capacity to carry out a generic approach to a design process, structuring it in phases and applying a methodology, selecting the design strategy.

Understanding the creative process, its phases and relation with industrial design. Understand and apply in design methodologies the divergent and convergent processes, similar to those of the creative process and develop the capacity for conceptualization.

Capacity to define the corporate identity and create its image and corporate manuals that define its correct uses and applications.

Basic competence. Generic competence. Specific competence.

## 2.2.Learning goals

To pass this course, the student must demonstrate the following results:

Students must prove that they are capable of planning and managing a corporate image project that in all cases will be real and with a possible development of elements of ephemeral architecture for a specific client.

They must be able to carry out an in-depth analysis of the identity of this client to such an extent that they can generate a series of graphic and architectural elements capable of communicating this identity.

They must be able to define these elements from a technical point of view, and to achieve the satisfaction of their clients both in terms of achieving the objectives of the project and in terms of the efficiency of its management and professional attitude.

To be able to develop projects for temporary installations, such as stands, exhibitors, shop windows, etc.

All with a high degree of autonomy and responsibility with respect to the decisions taken throughout the development of the project.

## 2.3.Importance of learning goals

The course allows the student to develop a series of complementary skills that are very useful in his activity as a Graduate in Industrial Design Engineering and Product Development. The ability to provide experience in the management of aspects related to the product brand and corporate image communication is a factor that contributes to the improvement of job expectations in different industrial sectors, since the professional versatility that it implies allows to increase the employment and service potential for the company.

## 3.Assessment (1st and 2nd call)

### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

The subject is evaluated in two parts with different percentages:  
10% theoretical practical exercise.  
90% individual project.

The following aspects are evaluated:

1. Research for corporate identity.
2. Corporate image analysis.
3. Application of methodology and the design process.
4. Generation of concepts.
5. Concept development.
6. Application development and standardization.
7. Project presentation.

Note: Following the regulations of the University of Zaragoza in this respect, in the subjects that have continuous or gradual evaluation systems, a global evaluation test will also be programmed for those students who decide to opt for this second system.

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The program offered to the student to help him/her achieve the expected results includes. The learning process that has been designed for this subject is based on the following:

During the course, there will be 7 theoretical classes that will be used to learn definitions, terminology or working techniques and to review cases, through the presentation of contents with presentations and examples.

However, the essential part of the course will consist of tutorial sessions of project monitoring and evaluation of the achievements and partial and general objectives that are achieved.

### 4.2.Learning tasks

The course includes the following learning tasks:

The lectures will deal with the following aspects: Corporate identity and corporate image. Graphic image.

Historical perspective. Development of a corporate image program. Techniques for the analysis of corporate identity elements. Project phases and sections to be developed. Presentation of these sections. The documentation to be provided for each of them. Project management.

Graphic image reproduction techniques. Case studies.

The practical classes may consist of various exercises, but will be based mainly on the development of a project that consists of the development of a corporate image manual for the company and/or product, and the tasks necessary to achieve this end, and which may be related to some other project carried out in another subject, such as Multimedia Communication,

Ephemeral Architecture, Semiotics, Photography, or Packaging and Packaging.

### **4.3.Syllabus**

The course will address the following topics:

- Introduction to the corporate image
- Corporate identity
- Naming - Naming
- Performance parameters of a graphic brand
- Conceptualization and presentation of graphic brands
- Typography, colour, and trends
- Standardization of visual identity and final arts
- Window dressing. Design of stands and exhibitors.
- Supports and materials. Large format printing techniques and reduced editions.

### **4.4.Course planning and calendar**

The semester is divided into 15 weeks of teaching in which the first sessions are dedicated to the theoretical part with two hours a week to put into practice the methodologies learned in the exercises and projects of the second part of the semester.

The calendar of face-to-face sessions and the presentation of papers will be provided at the beginning of classes.

### **4.5.Bibliography and recommended resources**