Academic Year/course: 2024/25

25896 - Corporate Identity

Syllabus Information

Academic year: 2024/25
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

The aim is for students to deepen in key aspects of product communication such as the application of graphics to the product and the communication of product features to the market through the development of corporate image strategies.

- Company identity and values.
- Develop the methodology of corporate image and ephemeral architecture.
- Study the creation and management of names.
- Study the basics of window dressing, stand design, displays and temporary installations.
- To deepen the knowledge of the graphic image application manual and the development of applications.

2. Learning results

- Students will have to prove that they are able to plan and manage a corporate image project with a possible development of ephemeral architecture elements for a specific client.
- They must be able to perform an in-depth analysis of this client's identity to a point that allows them to 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 your client in terms of both the achievement of the project's objectives and the effectiveness of their management and professional attitude.
- To be able to develop projects of temporary installations, such as stands, displays, window dressing elements, etc
- All with a high level of autonomy and responsibility for the decisions taken throughout the development of the project.

3. Syllabus

- Introduction to corporate image
- Corporate Identity
- Naming
- Performance parameters of a graphic mark
- Conceptualization and presentation of graphic marks
- Typography, color and trends
- Standardization of visual identity and final arts
- Window dressing. Design of stands and displays.
- Supports and materials. Large format printing techniques and reduced editions.

4. Academic activities

Lectures: sessions with the professor in which the syllabus will be explained: 30 hours.

Problems and cases: case study sessions and support for the resolution of a group project of ephemeral architecture: 15 hours.

Practical: practical classes may consist of various exercises, but will be based mainly on the development of a project consisting of the development of a graphic brand and a corporate image manual for a company and/or product. 15 hours.

5. Assessment system

The subject is evaluated in two parts with different percentages:

- 10% theoretical practical exercise.
- 60% individual project.
- 30% 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. Concept generation.

5. Concept development.

6. Application development and standardization.

7. Project presentation.

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

6. Sustainable Development Goals

12 - Responsible Production and Consumption
16 - Peace, Justice and Strong Institutions