

## COURSE OUTLINE

### CORPORATE INDENTITY

<b>SCHOOL</b>	SCHOOL OF APPLIED ARTS & CULTURE		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF GRAPHIC DESIGN & VISUAL COMMUNICATION		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	N1-4020	<b>SEMESTER</b>	4th
<b>COURSE TITLE</b>	CORPORATE INDENTITY		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Practice Exercises and Laboratory Exercises		4 (20+2E)	6
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at (d)</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialized general knowledge, skills development</i>	Μάθημα Ειδικότητας		
<b>PREREQUISITE COURSES</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS?</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.uniwa.gr/courses/GRAF102/">https://eclass.uniwa.gr/courses/GRAF102/</a>		

### (1) LEARNING OUTCOMES

#### Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A:

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B:
- Guidelines for writing Learning Outcomes

This course is an introductory basis in understanding the concept of Corporate Identity. The course material aims at approaching the structure and operation of the Corporate Identity, in order to study its design. It also methodizes the knowledge required for the gradual deepening in the wider field, as well as for the solution of design problems. Students select, collect, present and interpret elements of the field of knowledge. Thus, they form crises that include reflections on relevant morphological, functional, aesthetic issues or also enter into ethical and social issues. They are trained to be able to share research evidence and suggest resolution of issues to a qualified and non-qualified audience.

They also develop skills for acquiring knowledge in order to continue in greater depth the study of the design of graphic works and their integration into different environments required by each corporate identity to carry out its communication.

Students, through the consistent attendance of the course and the preparation of its exercises, acquire the ability to render plans and manage complex activities, which concern issues related to study and work in the field of research and

study.

At the end of the course, the evaluation of the Corporate Identity problems and the approach of their alternative solutions is achieved after:

- recognition of the field of Corporate Identity with the ability to apply knowledge, utilize know-how with the possibility of logical and creative thinking, as well as skillful application of methods, use of tools and materials information,
- examination of research areas and the classification of relevant data and information,
- understanding the organizational structure and components of the Corporate Identity,
- formulation of concluding opinions and value judgments, as well as supportive reason for definitions, estimates and proposals,
- reorganisation of structures or creation of new Corporate Identity structures in total or study of its individual elements,
- seeking multiple directions for resolving issues of the field of study,
- exploitation of personal skills and performance, individual and collective ideas and visions,
- developing capacities for general cooperation with fellow students and preparing for future professional actions and partnerships.

### General Competences

*Taking into consideration the general competences that the degree-holder must acquire*

*(as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?.*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making environment responsibility*

*Working independently*

*Team work*

*Working in an international environment thinking*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*Project planning and management*

*Respect for difference and multiculturalism*

*Respect for the natural*

*Showing social, professional and ethical and sensitivity to gender issues*

*Criticism and self-criticism*

*Production of free, creative and inductive*

*Others...*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making environment responsibility
- Working independently
- Team work
- Production of new research ideas
- Criticism and self-criticism
- Project planning and management
- Showing social, professional and ethical and sensitivity to gender issues
- Respect for difference and multiculturalism
- Respect for the natural and anthropogenic environment
- Production of free, creative and inductive

## (2) SYLLABUS

The course Corporate Identity aims to:

To highlight the role of communication in different media. The cultivation of the intention to present an easy-to-read and design-flawless -as far as possible- final draft and justified choices.

Improve critical ability of student's to choice "answers" which corresponding to the medium of projection, depending on the subject and the relevance research has conducted to the fieldwork.

### Theoretical module

It acts as a support for the overall design that the student is required to carry out in this particular laboratory: logo-logo, corporate identity card, advertising brochure, registration and free choice of applications of the logo-logo e.g. in product packaging ..., the systematic treatment of which is essentially done for the first time.

Emphasis is placed from the outset on the necessity of research and, consequently, on the study and analysis, with the help of which the approach of communicative design of these different expressions of means is understood.

The catalytic role of corporate identity in the profile that each company wishes to communicate to its targeted audience is analyzed.

Ordinary and non-standard advertising leaflets are studied. The strategy for the promotion of corporate identity in different categories of listings is also investigated, and therefore in various projects. It is also suggested to seek the promotion of corporate identity in other communication media, e.g. in cd packages of different types of music.

### Workshop module

Analysis and practical applications in relation to the role of communication, through the design of a logo-logo, corporate identity, advertising leaflet and other means of promotion, such as proposals for registration, packaging of everyday objects, etc.

The design of the proposals includes both the search and the study of their integration into corresponding environments of the applications of corporate identity.

Thus, the basic principles of design of corporate identity are consolidated and its importance in visual communication, but also in communication in general, is understood.

## (3) TEACHING and LEARNING METHODS – EVALUATION

<p style="text-align: center;"><b>DELIVERY</b></p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	<p>Delivery of workbook to the classroom, as well as digital files posted on e-class</p>	
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b></p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>e-class lessons, presentations using PC, intermediate and final deliveries of assignments using graphical programs (eg ADOBE SUITE)</p>	
<p style="text-align: center;"><b>TEACHING METHODS</b></p> <p><i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	20
	Study of Bibliography	10
	e class	10
	Practice Exercises, which focus in the application of methodologies and in the analysis of individual issues individually or and in smaller groups of students	40
	Individual or Group Work. Elaboration of plans for individual topics	20
	Self-contained study	50
<b>Course total</b>	<b>150</b>	
<p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure, Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report,</i></p>	<p>1. A final written examination which includes:</p> <ul style="list-style-type: none"> <li>• Critical questions on issues of the field of knowledge</li> <li>• Analyses and documented opinions and proposals concerning: <ul style="list-style-type: none"> <li>– in solving problems related to data of one or more individual projects of the Corporate Identity, through proposals for the design of targeted</li> </ul> </li> </ul>	

oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation.  
Other specifically-defined evaluation criteria are given, and if and where they are accessible to students.

graphic expressions,  
– the comparative evaluation of elements of the Corporate Identity, the recognition of the values it promotes, as well as the formulation of proposals for their inclusion in its structure, form and operation.  
2. Presentation of Individual or group work.

#### (4) ATTACHED BIBLIOGRAPHY

##### Greek sources

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Kapferer, J. N. (2013). *Διοίκηση Μάρκας*. (επιμ. Ρηγοπούλου, Ε.). Αθήνα: ROSILI ΕΜΠΟΡΙΚΗ ΕΚΔΟΤΙΚΗ Μ. ΕΠΕ.

##### International Sources

Clark communications. (1998). *Letterhead and Logo Design*. USA.: Rockport Publishers.

Dabner, D. (2004). *Design και layout: δημιουργώντας με γραφικά*. (επιμ. Δραμουντάνης, Ν.). Αθήνα: Εκδόσεις Σαββάλας.

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Miller, R. A., & Brown, M. J. (εκδότες του Adobe Magazine's). (1998). *What logos do and how they do it*. Gloucester, Massachusetts: Rockport Publishers.

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V & M Typographical inc. (1974). *The type specimen book; 544 different typefaces with over 3000 sizes shown in complete alphabets*. New York: John Wiley and Sons inc.

Wheeler, A., & Millman, D.(Foreword by). (2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team* (5<sup>th</sup>). New York: John Wiley and Sons inc.