VCGD-2331: BRAND IDENTITY DESIGN

Cuyahoga Community College

Viewing: VCGD-2331 : Brand Identity Design
Board of Trustees:
December 2022

Academic Term:
Fall 2023

Subject Code
VCGD - VC-Graphic Design

Course Number:
2331

Title:
Brand Identity Design

Catalog Description:
Covers comprehensive corporate graphics emphasizing design process in creating corporate and brand identity. Visual and non-visual aspects of corporate graphics and their application are examined.

Credit Hour(s):
3

Lecture Hour(s):
2

Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
VCGD-1500 Advertising and Design

Outcomes
Course Outcome(s):
Examine the components of logo design.

Objective(s):
1. Identify logo design categories.
2. Explain the design process and its application to corporate brand identity design.
3. Apply traditional computer knowledge and skills to create corporate graphic designs for presentation and production.

Course Outcome(s):
Design a total brand identity system for a two clients.

Essential Learning Outcome Mapping:
Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):
1. Apply corporate graphic designs to a larger branding system across various forms of new media.
2. Discuss the legal considerations of corporate graphics.
3. Prepare client design brief, while Identifying and developing resources and design references.
4. Apply logo design and graphics to specific applications to create a unified brand look.

5. Apply the 2-dimensional and 3-dimensional design principles to a corporate brand identity system.
6. Prepare presentation following appropriate presentation procedures.

Methods of Evaluation:
 a. Assignments
 b. Written research and reports
 c. Presentations
 d. Quizzes
 e. Examinations

Course Content Outline:
 a. Survey of corporate graphics
    i. Corporate visual messages
    ii. Corporate identity categories and terminology
        1. Trademarks
        2. Logotypes
        3. Combination marks
        4. Pictographs
        5. Seals, emblems
    iii. History of corporate identity
    iv. Award winning corporate identities and letterheads
    v. Corporate identity design manuals
    vi. Qualities of a good mark
    vii. Reasons to create and/or change corporate and/or brand identities
 b. Legal considerations
    i. Copyright laws and regulations; state and federal government
    ii. Design search
    iii. Case histories
 c. Corporate identity design process
    i. Evaluation of a corporate image
    ii. Research and resources
    iii. Consultation with clients
 d. Design and production considerations for business stationary; i.e. letterhead, envelopes, business cards
    i. Paper stock selection
        1. Design aesthetics
        2. Weight
        3. Size
    ii. Ink selection
    iii. Special processes
        1. Watermarks
        2. Die-cuts
        3. Embossing
        4. Thermography
        5. Engraving
        6. Folding and scoring
        7. Budget considerations and limitations
 e. Additional applications of corporate and brand identity
    i. Corporate vehicles
    ii. Signage
    iii. Uniforms and apparel
    iv. Promotions
    v. Labels
    vi. Internet
    vii. Broadcast
 f. Special event graphics
 g. Presentation of a corporate identity system

    i. Preparation of visuals
    ii. Preparation of the design brief
   iii. Preparation and procedures of the presentation
  h. Applied corporate identity practices and assignments
    i. Designing a logotype; investigating typography as a corporate image device
    ii. Designing a trademark; investigating symbols, glyphs, and pictographs as corporate image devices
   iii. Designing a special event graphic; investigating short-term and trendy graphics for a specific purpose
   iv. Design a total corporate identity system for a specific client under specific parameters including the following applications:
      1. Business stationary, letterhead, envelope, and a business card
      2. Corporate vehicles
      3. Additional and alternate applications geared to the specific client and market

Resources

Wheeler, Alina. *Designing Brand Identity*. 5th ed. Hoboken, NJ: John Wiley & Sons, 2018.

Landa, Robin. *Graphic Design Solutions*. 6th ed. Boston, MA: Cengage , 2019.

Meggs, Philip. *History of Graphic Design*. 6th ed. Hoboken, NJ: John Wiley & Sons, 2016.

Resources Other
 a. Lynda.com
 b. logodesignlove.com
 c. brand-identity-essentials.com
 4. www.logoed.co.uk

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