

25835 - Corporate image

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Course	
Period	Second Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

Learning process that is designed for this subject is based on:

Five theoretical classes will be developed. Classes will be useful for learning of definitions, terminology, techniques of work and review of cases by explanation of contents with presentations and examples. However, majority of the subject will consist in tutorials sessions of project monitoring and evaluation of achievements and partial/general objectives.

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5.2.Learning activities

The program will help you achieve the expected results and includes the following activities:

The lectures will be about the following areas: Corporate identity and corporate image. Graphic image. Historical perspective. Development of a corporate identity program. Analysis techniques for corporate identity elements. Project stages and sections to develop. Presentation of these sections. Documents are required to be submitted in each of them. Project management. Study of cases.

Practical lessons will involve several exercises, but are mainly focused on the development of a project. The student will build a corporate identity manual for a company and/or a product, and it is mandatory to accomplish those tasks. The exercise can be related to another project in another subject, such as Multimedia Communication, Ephemeral Architecture, Semiotics, Photography or Packaging.

5.3.Program

1. Introduction to corporate image
2. Corporate Identity
3. Naming
4. Performance parameters of a graphic mark
5. Conceptualization and presentation of graphic marks
6. Typography
7. Color and trends
8. Standardization visual identity and final arts

5.4.Planning and scheduling

It will be provided at the beginning of classes.

5.5.Bibliography and recommended resources

- Chaves, N. (1990). *La imagen corporativa*. G. Gili.
- Chaves, N., & Belluccia, R. (2003). *La marca corporativa: gestión y diseño de símbolos y logotipos*.
- Costa, J. (2004). *La imagen de marca. Un fenómeno social*. Barcelona: Editorial Paidós. Col. *Diseño*.
- Gatter, M. (2005). *Production for Print. Portfolio Skills*. Paperback.