A| Unit Abstract

"Clarity in expressing the brand—whether it be for a manufactured product or for a business-to-business corporation—may be the final [business] frontier."

Peter Lawrence, Corporate Design Foundation

In this unit learners will gain an understanding of the social, cultural, commercial and historical contexts in which corporate identity has evolved and is currently defined. Learners will also gain practical experience in developing and applying creative and effective solutions through the use of visual methodologies to present a corporate message. Through these activities, learners will develop their understanding of the ways a symbol or logotype can transcend or be limited by cultural, ethical and commercial factors.

AIM
This unit aims to progress understanding about the underlying social and cultural nature of corporate identity and to develop graphic design skills in its commercial projection.

LEARNING OUTCOMES:
1. Understand the historical origins of corporate identity
2. Be able to produce visual images to communicate corporate messages
3. Be able to identify and communicate the core values of an organisation through corporate identity
4. Understand the relationship between corporate identity and graphic design.
B | Unit content

1 Understand the historical origins of corporate identity
   *Factors affecting corporate identity*: eg ethnicity, gender, class, nationality, status, employment, culture, sub culture, social context
   *Historical origins*: eg symbolism, heraldry, religious and tribal utilitarianism, military

2 Be able to produce visual images to communicate corporate messages
   *Visual statements*: eg marks, devices, symbols, abstract and literal images
   *Communication*: using a variety of messages; symbolic, semiotics, semantics, corporate core values, mission statements
   *Corporate message*: eg corporate philosophy, values, mission statement, desired image, audience
   *Problem solving in communicating corporate message*: audience perceptions and cultural values versus organisations’ desired image versus designers’ intentions

3 Be able to identify and communicate the core values of an organisation through corporate identity
   *Communication applications*: different scenarios, contexts, media, scale, design applications
   eg advertising and promotional material, packaging, premises, equipment
   *Corporate identity*: expression of internal and external values held by an organisation
   *Core values*: service, innovation, customer satisfaction, mission, desired perceptions

4 Understand the relationship between corporate identity and graphic design
   *In terms of*: relevant factors, historical origins, communicating the application of the final corporate message and the aesthetic impact
<table>
<thead>
<tr>
<th>Week &amp; Dates</th>
<th>Topic</th>
<th>Activities</th>
<th>MILESTONES</th>
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<tr>
<td>wk 01</td>
<td>History &amp; Origin of Corporate Identity</td>
<td>Task 01 Assignment 01</td>
<td>Assignment 01</td>
</tr>
<tr>
<td>wk 02</td>
<td>Factors Affecting Corporate Identity</td>
<td>Lecture + Workshop + Tutorials Assignment 02</td>
<td>Assignment 02</td>
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<tr>
<td>wk 03</td>
<td>Submit Client Research</td>
<td>Research Report</td>
<td>Assignment 02 Submission</td>
</tr>
<tr>
<td>wk 04</td>
<td>17-Sep-15</td>
<td>Class Discussion</td>
<td>Class Discussion</td>
</tr>
<tr>
<td>wk 05</td>
<td>24-Sep-15</td>
<td>Project 01 Task 01, Research + Idea</td>
<td>Project 01</td>
</tr>
<tr>
<td>wk 06</td>
<td>1-Oct-15</td>
<td>Lecture + Workshop: Corporate Core Value, Internal-External Value, Manifestation</td>
<td>Lecture + CLIENT BRIEFING</td>
</tr>
<tr>
<td>wk 07</td>
<td>8-Oct-15</td>
<td>Lecture + Workshop: Visual images to communicate corporate messages</td>
<td>Lecture + CLIENT BRIEFING</td>
</tr>
<tr>
<td>wk 08</td>
<td>5-Oct-15</td>
<td>Submit Client Research</td>
<td>Research Report</td>
</tr>
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<td>wk 09</td>
<td>12-Nov-15</td>
<td>Logos Design Visual aspects: Lecture and Tutorials</td>
<td>Task 02 Design Development</td>
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<td>wk 11</td>
<td>26-Nov-15</td>
<td></td>
<td>Tutorial-03</td>
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<td>wk 13</td>
<td>10-Dec-15</td>
<td></td>
<td>Tutorial-03</td>
</tr>
<tr>
<td>wk 14</td>
<td>17-Dec-15</td>
<td>Submission + Presentation</td>
<td>Project 01 Task 01+02+03 Submission</td>
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<td>R</td>
<td>24-Dec-15</td>
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Prepared by: M. Sami Al Hasan, Lecturer, Department of Design, CBCC, 02 September 2015
D | Tasks

Assignment 01
Origins and Terminologies of CI
LO 1.2

Assignment 02
Study of CI
Task 01: Study through 20 examples on a topic
Task 02: Three Case studies
LO 4.1, M1

Project 01
Corporate Visual Identity Design
Task 01: Research
Task 02: Logo development
Task 03: Visual System development and Presentation
LO 1.1, 2.1, 2.2, 3.1, 3.2, 3.3, M2, M3, D1, D2, D3

See Project Briefs and Project-Blog for Details

E | Working Strategy
The project shall run through several steps, to develop an impulsive proposal.

TASK & Strategies:
- Small Brain-Exercises
- Discussion
- Research + Case Studies
- Design Development: Tutorials, Presentations
### Learning Outcomes and Assessment Criteria

**PASS**

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
<th>Task/s</th>
<th>Evidence/Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Understand the historical origins of corporate identity</td>
<td>1.1 Determine and evaluate all the factors affecting corporate identity</td>
<td>Project 01, Task 01c</td>
<td>Research Report: Target Audience + Other Factors</td>
</tr>
<tr>
<td></td>
<td>1.2 Explain the historic origins and manifestations of corporate identity</td>
<td>Assignment 01</td>
<td>Quiz</td>
</tr>
<tr>
<td>2 Be able to produce visual images to communicate corporate messages</td>
<td>2.1 Identify the visual statements which can contribute to corporate identity</td>
<td>Project 01, Task 02a</td>
<td>Development Book: Client’s Visual Statement (Sketches+Keyword)</td>
</tr>
<tr>
<td></td>
<td>2.2 Communicate a variety of corporate messages</td>
<td>Project 01, Task 02b</td>
<td>Development Book: Visual Motif Development (Sketches+Digital)</td>
</tr>
<tr>
<td>3 Be able to identify and communicate the core values of an organisation through corporate identity</td>
<td>3.1 Identify and demonstrate how corporate identity is communicated through different applications</td>
<td>Project 01, Task 03c</td>
<td>VIS Manual: Application in different Media</td>
</tr>
<tr>
<td></td>
<td>3.2 Explain how the internal and external values of an organisation are demonstrated</td>
<td>Project 01, Task 01a</td>
<td>Research Report: Client’s Organizational Values</td>
</tr>
<tr>
<td></td>
<td>3.3 Understand and discuss the manifestation of corporate core values</td>
<td>Project 01, Task 01b</td>
<td>Research Report: Client’s Manifestation, Key Message</td>
</tr>
<tr>
<td>4 Understand the relationship between corporate identity and graphic design.</td>
<td>4.1 Understand and discuss the factors contributing to the overall effectiveness of corporate identity through graphic design.</td>
<td>Assignment 02</td>
<td>Assignment 02 Report</td>
</tr>
</tbody>
</table>

**MERIT**

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
<th>Task/s</th>
<th>Evidence/Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1 identify and apply strategies to find appropriate solutions</td>
<td>Effective judgments have been made in identifying key components and idea in case studies</td>
<td>Assignment 02</td>
<td>Assignment 02 Report</td>
</tr>
<tr>
<td>M2 select/ design and apply appropriate methods/techniques</td>
<td>A range of graphics design techniques and tools have been used for the purpose</td>
<td>Project 01 Task 02, 03</td>
<td>Development Book + VIS Manual: Design development</td>
</tr>
<tr>
<td>M3 present and communicate appropriate findings</td>
<td>A range of methods of presentation have been used for the manual and technical language used in visual identity has been accurately used</td>
<td>Project 01, Task 03</td>
<td>VIS Manual: Portfolio + Presentation</td>
</tr>
</tbody>
</table>
DISTINCTION

Learning outcomes 
On successful completion of this unit a learner will:

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<tr>
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<th>Outcome/Evidence</th>
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</thead>
<tbody>
<tr>
<td>D1 Use critical reflection to evaluate own work and justify valid conclusions</td>
<td>The validity of results (design schemes) has been evaluated using defined criteria where self-criticism of approach has taken place</td>
<td>Project 01, Task 01, 02, Assign 02</td>
<td>Research Report + Development Book: Development Process</td>
</tr>
<tr>
<td>D2 Take responsibility for managing and organising activities</td>
<td>Own work for the project’s development and presentation have been planned, managed and organised</td>
<td>Project 01: Task 01, 02, 03</td>
<td>Final Portfolio, Tutorials+Continuos Assessment: Time planning</td>
</tr>
<tr>
<td>D3 Demonstrate convergent/lateral/creative thinking</td>
<td>Receptiveness to new ideas is evident in visual proposed design scheme and through its development process.</td>
<td>Project 01: Task 02, 03</td>
<td>Development Book: Idea, Concept, Visual Appropriateness</td>
</tr>
</tbody>
</table>

G | Resources

A. Online Project Page:

1. Moodle: Corporate Identity for Graphic Design course at: moodle.cihe.edu.hk/ (Course ID: 1516 Sem1 21078D)

2. Project Blog: cigd.wordpress.com/ 
   Password: ebgd2

B. Reading List:

1. Mollerup, Per
   *Marks of Excellence: The History and Taxonomy of Trademarks*
   IMPRINT London: Phaidon Press, 1999
2. AUTHOR Knapp, Pat Matson.
   *Designing corporate identity: graphic design as a business strategy*
3. Rowden, Mark.
   *The art of identity: creating and managing a successful corporate identity*

C. Online Resources:

3. History of Famous Logos: www.famouslogos.us
5. Project ReBrief by Google: http://www.projectrebrief.com/
POINTS TO NOTE:

1. For Attendance please check with school handbook guidelines.
2. Please check Project Plan/ Schedules for required TUTORIALS, and keep your own copy of Tutorial form (TR).
3. Submit works with the Submission Form (attached, available in Project-Blog and Moodle)
4. All work must be written in English. All work must be typed, word-processed or computer-generated, and submitted both as a comb-bound A3 document AND a CD format.
5. Please maintain the formalities and label format (as provided) for submission name-tags.
6. **It is not possible to use “Computing / Printing Problems” as a reason for extensions and extenuating circumstances.**
7. No Late Submission, so plan your works early.
8. For Urgent or Sick reasons on day of submission or presentation, please sms/whatsapp course lecturer **before deadline**. On the first day of return MUST bring the evidences (i.e.: doctor’s letter, photo taken on incidence, parent’s letter).
9. **Plagiarism is a serious academic offence.** Any student found plagiarizing will be subject to disciplinary action.

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End of Brief (7 Pages): Good Luck ------------------------------------