COURSE GUIDE:

Corporate Identity

MULTIMEDIA AND DIGITAL ARTS

Universidad Católica de Valencia

YEAR 2023/24

Universidad Católica de Valencia "San Vicente Mártir"

COURSE GUIDE CORPORATE IDENTITY

	ECTS
SUBJECT: Corporate Identity	**6**
Field: Corporate Identity	**12**
Module: Graphic Development	**30**

Type of learning[1]: OB (Obligatoria)	**YEAR**: 3ª **Semester**: 1º
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MODULE ORGANIZATION

GRAPHIC DEVELOPMENT			**Nº ECTS 30**	
Duration and placement within the curriculum:				
Fields and Subjects				
Field	**ECTS**	**Subject**	**ECTS**	**Year/ semester**
Graphic Crativity	6	Fundamentals of Creativity	6	2/2
Publication Design	12	Typography and Publications Design	6	2/2
		Production and printing techniques	6	4/1
Corporate Identity	12	Corporate Identity	6	3/1
		Packaging Concept and Creation	6	3/1

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[1] Basic formation (common subject), compulsory, optional, external Practices, End of Degree.

COURSE GUIDE FIELD/SUBJECT: Corporate Identity (CI)

Prerequisites: It is recommended to have passed the subjects of Fundamentals of Creativity, Fundamentals of Economics and Fundamentals of vector illustration.

GENERAL OBJECTIVES

1. Mastering the language and concepts specific to the field of branding and corporate identity.

2. Knowing the historical and theoretical principles of corporate identity and branding brands.

3. Develop critical, analytical and reflective capacity in relation to corporate identity, through technical and theoretical knowledge of the processes and trends in business communication.

4. Provide a thorough understanding of the techniques and processes on branding and the interrelationships among the elements that are part of the dialogue and the creation of corporate identity of companies. This knowledge will enable the student to control the identity and functioning of the corporate identity of a company in all areas in which corporate brand has a presence.

5. Develop, conceptualize, create and produce corporate brands with high aesthetic and functional criteria from conception to print or electronic media platforms.

6. Being able to analyze the company, the target audience and market trends to find the right resources and the demands in each context responses.

7. Generate the corporate identity of a company designing instruments and implementation of a plan image. Being able to synthesize different values and concepts within a symbol or label.

8. Be able to undertake a project to redesign the visual identity of a company 's corporate identity by analyzing it and finding the strengths and weaknesses in order to revitalize the presence and brand awareness among consumers.

9. To understand the process of graph creation and conducting briefings and design plans , in which the needs , deadlines, etc.

10. Identify, classify and assimilate any corporate identity, from a theoretical point of view .

11. Develop, code and classify all elements and corporate media as part of the identity of a company and reunite within a graphic standards manual use.

12. Being able to run a project to identify indoor and outdoor spaces, as well as volumetric representation of institutional identifier.

CROSS SKILLS [2]	Weighting of competition			
Instrumental	**1**	**2**	**3**	**4**
01 Capacity for analysis and synthesis				x
02 Capacity for organization and planning				x
03 oral and written communication in the language				x
04 skills related to field of study				
05 Ability to manage information. Learn information effectively from books and magazines, and other documentation				x
06 Resolution of problems		x		
07 Ability to properly submit a resume, a sample of our work, as a portfolio and a professional presentation.				x
09 Decision Making				x
interpersonal	**1**	**2**	**3**	**4**
10 Teamwork				
11 Working in a interdisciplinary team				
13 Skills in interpersonal relationships		x		
14 Critical Thinking			x	
15 Ethical commitment	x			
16 Ability to assume responsibilities	x			
17 capacity for self-criticism				x

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[2] Consecutively numbered all competitions. Each must be weighed from 1 to 4 using as a criterion the degree of contribution of the subject / matter to the acquisition and development of competition.

Systemic	1	2	3	4
18 Independent learning and motivation for learning throughout their professional lives			x	
19 Adapting to new situations				x
20 Creativity				x
22 Capacity for collaboration with other professions, and especially with professionals from other fields. Identify appropriate professionals to develop creative work properly.				x
24 Initiative and entrepreneurship				
25 Concern for quality				x
Other transferable skills	1	2	3	4
28 Sensitivity to cultural heritage		x		
32 Teaching basic levels, disclosure, etc.. Eligible for teaching positions at different educational levels. Design, preparation and delivery of courses related laMultimedia and Digital Arts, aimed at professionals, companies and administrations.	x			

SPECIFIC SKILLS [3]				
	1	2	3	4
E2 . Artistic sensibility. Develop the ability to perceive beauty in different ways and artistic creations , applying aesthetic principles and encouraging creativity and multidisciplinary innovation.				x
E3 . Knowledge of specific methods of production and especially digital art techniques to apply to the world of communication , also looking for new media.				x
E4 . Developing skills in traditional techniques and procedures illustration and digital techniques for the creation and development of graphics, images, symbols , text , layout of publications and product packaging .			x	
E5 . Ability to organize , classify and index materials used in the project files , generating documents for storage or query. Capacity for later search and retrieval of information.				
E6 . Ability to obtain objective and relevant to the generation of new product concepts conclusions , and generate new ideas and solutions, from research work on documentation.				x
E8 . Ability to organize and process the information that will later be included in the project.		x		
E9 . Ability to plan and manage projects and developments of technological content , particularly relating to art , multimedia design and communication .			x	

[3] Follow consecutively with the previous numbering. The specific skills are weighted 1-4 along the same lines that cross.

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E10 . Ability to translate creative ideas so that it is possible to transmit in digital format.			X	
E11 . Ability to properly expose the results of research in oral, written , audiovisual or digital, according to the canons of the disciplines of information and communication.			X	
E12 . Sensitivity to assess the importance of design in message development and the impact of transmission in different communication fields.				X
E13 . Ability to contribute to the contemporary debate on the arts and digital media practices.				
E16 . Understand and convey the importance of the communication strategy as a critical element in the processes of value creation and provision of such value to society by companies and organizations in general.			X	
E17 . Understanding the characteristics of the field of digital production and operation and trends that make your current and future developments .				
E19 . Comprehensive understanding of the artistic and media practices and the importance of its relationship with socio-economic and cultural context.		X		

LEARNING OUTCOMES [4]	SKILLS
R1 - Mastery of traditional and digital graphic illustration techniques.	CB: 1,2,3,4,5 CG:1,2,5,6,7,17,18,20,25,28,32 CE:2,3,4,6,8,10,11,12,19
R4 - Use of font families and their applications.	CB: 1,2,3,4,5 CG:1,2,5,6,7,17,18,20,25,28,32 CE:2,3,4,6,8,10,11,12,19
R5 - Conception and creation of logos and other corporate image elements.	CB: 1,2,3,4,5 CG:1,2,5,6,7,17,18,20,25,28,32 CE:2,3,4,6,8,10,11,12,19
R6 - Mastery of printing techniques and their suitability for printed or electronic output	CB: 1,2,3,4,5 CG:1,2,5,6,7,17,18,20,25,28,32 CE:2,3,4,6,8,10,11,12,19
R10 - Mastery of the phases and components of the creative process in the elaboration of the corporate identity manual.	CB: 1,2,3,4,5 CG:1,2,5,6,7,17,18,20,25,28,32 CE:2,3,4,6,8,10,11,12,19

BASIC COMPETENCES

BC. 1 Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that they involve knowledge from the cutting edge of their field of study.			X
BC. 2 That the students know how to apply their knowledge to their work or vocation in a professional way and possess the competences that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.		X	
BC. 3 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.			X
BC. 4 That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences			X
C.B. 5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.		X	

EDUCATIONAL ACTIVITIES WORK			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes for the subject**	**ECTS** [4]
CLASS ATTENDANCE	Introductory presentation of each topic by the teacher. Defining the objectives of knowledge and skills to achieve; explanation of the activities to be undertaken and the methodology to follow and the tools and evaluation criteria. Specific instructions about group and individual work of each topic.	R1, R4, R5, R6, R10,	1
PRACTICAL CLASSES	Activities aimed at developing the skills and content related to each topic in library literature search, critical analysis of materials about the subject content, critical analysis of patterns of communication and artistic creation, development of an outline of the contents of each suject.	R1, R4, R5, R6, R10,	1

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[4] The subject and / or material is organized in **EDUCATIONAL ACTIVITIES WORK and EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK**, with an estimated percentage ECTS. Proper distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for Self Employment. (For a course of 6 ECTS: 2.4 and 3.6 respectively).

The teaching-learning methodology described in this guide in a generic way, shape in the teaching units in which the course is organized and / or subject.

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LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation		0
WORK GROUP EXHIBITION	Application of multidisciplinary knowledge		0
TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc.	R1, R4, R5, R6, R10,	0,25
EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R1, R4, R5, R6, R10,	0,15
		Total	(2,4*)

EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes** for the subject	**ECTS**
GROUP WORK	Preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work	R1, R2, R3, R4, R5, R6, R7, R8, R10	3,6

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	done on the platform of the university (www.plataforma.ucv.es)	
	Total	(3,6*)

ACQUISITION OF SKILLS ASSESSMENT SYSTEM AND GRADING		
Assessment Tool [5]	**ASSESSED LEARNING OUTCOMES**	**Percentage awarded**
CONDUCT OF THEORETICAL AND PRACTICAL	R1, R2, R3, R4, R5, R6, R7, R8, R10	**40%**
ATTENDANCE AND PARTICIPATION	R1, R2, R3, R4, R5, R6, R7, R8, R10	**10%**
PRACTICE + FINAL EXAM	R1, R2, R3, R4, R5, R6, R7, R8, R10	**50%**

CRITERIA FOR AWARDING HONORS:
In relation to the awarding of Honors, the student must get at least a 9 out of 10 and have participated actively in class, demonstrating mastery over the subject with the work and final practice presented; the enrollment ratio will be as established by the UCV regulations, 1 enrollment for every 20 enrolled students.

ATTENDANCE AND PARTICIPATION
The assistance will have a percentage of 10% on the final grade. Each lack of attendance will subtract 1% from the final grade, up to a maximum of 10% in the subject.

The practical content will have a percentage of 40% of the final grade.

The final exam will have a percentage of 50% of the final grade.

The exam grade will be obtained from the sum of a mandatory final practical part delivered at the end of the semester and the final grade obtained in the subject exam.

The note for attendance will be obtained at the beginning of the class at the time the roll is called, if a student is not present at that time it will be considered unexcused absence, unless it has been warned previously to the teacher who is going to be late for tutorials, work or other justified reason. It is the student's responsibility to indicate that she is in class at the time she is named in order to mark her attendance.

By virtue of the regulations governing the evaluation and qualification of UCV subjects in its article 8.1 it is established that the student who has not attended at least 50% of the classes of this subject will not be able to take the exam in First call. Both justified and unexcused absences will be considered non-attendance.

Those students who previously and after notifying the teacher of their personal situation receive permission from the teacher to take the exam on first call will be excluded from this regulation if the teacher considers the absence justified, either for work reasons, subject coincidences, second license plates, serious illnesses, etc. To qualify for this exemption, it is absolutely essential to have discussed it with the teacher at the beginning of the course and to have accepted the evaluation procedure that the teacher deems most appropriate. In no case may appeal by default or at the end of the course to these situations to breach the rule.

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[5] Techniques and instruments of evaluation: exam-exposure oral, written test (objective evidence, development, concept maps ...), tutorials, projects, case studies, logbooks, portfolio, etc.

teacher deems most appropriate. In no case may appeal by default or at the end of the course to these situations to breach the rule.

On the other hand, the teacher can establish as criteria for non-attendance the repeated delay, the lack of attention in the classroom (use of mobile phones without authorization, lack of participation, etc.) and can be added to the general count of non-attendance and consequently contributing to exceed the limit that prevents examinations as well as affect the percentage established in the teaching guide for attendance and participation.

This norm is complementary to the percentages of evaluation of the non-attendance and participation, as well as the evaluation and realization of works or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this teaching guide.

EXAM

A minimum of passing (50% of the grade in said test) must be obtained in the final exam of 1st and 2nd call to compute and average the marks of the practices and assistance obtained during the course. This final test will consist of a theoretical and a practical part, being mandatory to pass the theoretical part to add the practice. The failure of the theoretical part will suppose the complete failure of the exam. The answers in the theoretical part that have spelling mistakes will not be graded.

If the exam is not passed, the call will be suspended, and the note obtained in the exam will appear in the minutes, a rule that will be applied both in the first and second call.

The presence in the classroom of the student at the beginning of the exam will lead to its evaluation, without the possibility of claiming as not presented, even if the student is absent as soon as the exam begins.

Once the first call has been approved, no work may be submitted to raise the grade obtained in this, nor leave said call as suspended to be able to present to the second in case of request by the student.

In any of the cases, if the first call has not been approved, the student must take and pass the second call exam to pass the course.

The marks for attendance and practices can only be obtained in the first call and will be saved for the second call exam to average with this in case of not exceeding the first call.

In case of suspending the first call, a work may be submitted for the second call at the discretion of the professor, which will replace one not delivered or with a low grade from the first call; The qualification of the first work presented will be canceled and will be replaced by the one obtained in this new work.

In order to take the first-call exam, it will be mandatory to present and pass the personal final project with 50% of its grade on the date and time established on the platform.

PRACTICES

The delivery of practices outside the date and time established in the platform for each one will not be allowed. The delivery of practices can only be done through the platform.

The format of the practices delivered will be determined in each statement of the same. The delivery in a different format than the one specified will suppose the suspension of the practice without possible qualification.

The copy or falsification of designs or works taken from the internet, another medium or partner will suppose a serious offense and the cancellation of the total of the marks obtained in the practices during the course, both for the first and second call, without the possibility of being able to present a work extra. When the student is in doubt about the possibility of plagiarism, copying or falsification, it is their obligation to consult the teacher about creativity or references in order to develop a work, without this the student is responsible for the possibility of incurring in this serious offense .

Artificial intelligence

The use of artificial intelligence to carry out digital practices will always be carried out in consultation with the teacher, who is the one who indicates what can be worked on and done with this technology.

Its use, if allowed, will be described in the statement of the practice or set by the teacher in class.

In no case can a work carried out entirely with this technique or present any practice be presented without prior consultation with the teacher. If this occurs, it will be considered a very serious offense and all the practices of the subject will be suspended.

CONTENT DESCRIPTION	SKILLS
Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
Principles of Branding	
What is branding?	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
What does the branding?	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Branding and brand	
What is a brand?	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
History of Brands	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
The importance of brands	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Types of mark	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Brand values	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Lifestyle	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
The importance of a good story	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
The product or service	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
communication	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Partnerships between brands	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
How the corporate brand identity is created	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12

the briefing	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Plan Design	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
The visual part of branding	
How to be a brand?	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Anatomy of a brand	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Elements of corporate identity	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
The color in the corporate identity	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Corporate Typography	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
corporate Media	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Corporate identity and signage	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
the redesign	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Early signs of spaces (3d rendering)	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Creating a corporate identity manual	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12
Practices and Projects continuous assessment	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12

TEMPORARY LEARNING ORGANIZATION (Students of first registration):		
	BLOCK CONTENT / TEACHING UNIT	**Nº OF SESIONS**
1	Principles of Branding	**1**
2	Branding and brand	**4**
3	The visual part of branding	**4**
4	Principles of signage space	**4**
5	Creating a corporate identity manual	**5**
6	Practices and Projects continuous assessment	**12**

REFERENCES
Cómo diseñar marcas y logotipos Colección Manuales de Diseño Ed. Gustavo Gili /1989 Autores: John Murphy / Michael Rowe **El color en el diseño gráfico** Colección Manuales de Diseño Ed. Gustavo Gili /1993 Autores: Alan Swann **¿Qué es el branding?** Ed. Gustavo Gili /2009 Autores: Matthew Healey **Fundamentos del branding** Ed. Parramón /2010 Autores: Melissa Davis **Ideas para hacer carpetas y sobres diferentes** Ed. Index Book / 2005 Autores: Patricia Belyea / Jenny Sullivan Recursos Web: http://www.impivadisseny.es, http://www.adcv.com, www.brandemia.org

ADDITIONAL INFORMATION:

SUBJECT TEACHING IN SECOND AND SUBSEQUENT REGISTRATION:

There will be a special group for students who are not first registration and a professor in charge of the group.

In this group an established by the UCV of monitoring and mentoring sessions (6 of 2 hours each one) in which the work on skills that students need to acquire the group to pass the course will reinforce number is performed. These sessions are included in the attached schedule in this guide and detailed in the description of didactic units of the course.

TEMPORARY LEARNING ORGANIZATION (Students of second or subsequent registration):		
	BLOCK CONTENT / TEACHING UNIT	**Nº SESIONS (Must to be 6)**
1	Principles of Branding	**0,5**
2	Branding and brand	**0,5**
3	The visual part of branding	**0,5**
4	Principles of signage space	**0,5**
5	Creating a corporate identity manual	**1**

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6	Practices and Projects continuous assessment[6]	3

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[6] Students of second registration must be submitted for review and perform the same number of practices that students first call: 3 projects ongoing evaluation tutored (in this case not be mandatory monitoring by the guardian if the student sees fit) that scored 30% (10% each) of the final grade and a final practice with a value of 20% of the final grade. The final exam will be worth 50% of the final grade. Attendance is not compulsory for students in second call, but it is advisable attending tutorials to reinforce the student's work and skills of it to pass the course.

Projects not submitted within the time limit may be submitted (with justification) until 2 days after the date with a reduction note of the work of between 20% and 40% less, after three days work will not be accepted after the deadline.