



COURSE GUIDE:
Corporate Identity
MULTIMEDIA AND DIGITAL ARTS
Universidad Católica de Valencia

YEAR 2025/26



COURSE GUIDE CORPORATE IDENTITY

		ECTS
SUBJECT: Corporate Identity		6
Field: Corporate Identity		12
Module: Graphic Development		30
Type of learning¹: OB (Obligatoria)	YEAR: 3 ^a Semester: 1 ^o	
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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 Creativity	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

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



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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

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.



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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 to Multimedia 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.



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



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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 subject.	R1, R4, R5, R6, R10,	1

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.



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%
PARTICIPATION	R1, R2, R3, R4, R5, R6, R7, R8, R10		10%
PRACTICE + FINAL EXAM	R1, R2, R3, R4, R5, R6, R7, R8, R10		50%

Honor Registration: The “Honor Registration” mention may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Single Assessment

In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and University-Specific Degrees at the UCV, the single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justification and accreditation, are unable to submit to the continuous assessment system. Students may request this from the professor in charge of the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform the student of the acceptance/denial.

Regarding the Corporate Identity subject, the minimum attendance required is 70%, which is the limit to be taken into account for any potential request for a single assessment. This, if granted, will be based on the following criteria for the first call:

Submission of 80% of the practical assignments and final project within the same deadlines as the other continuous assessment students, always under supervision and review before submission, otherwise the submission will not be considered valid and graded.

For second and subsequent registrations, the three projects for the course must be submitted within the same deadlines as the other first-time registration students, always under supervision and review before submission, otherwise the submission will not be considered valid and graded.

For the second call, the criteria will be as follows: submission of one or more projects that the instructor deems appropriate before the second call exam, under the instructor's supervision and authorization, otherwise the submission will not be considered valid and graded.

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



Attendance

Attendance will be counted at the beginning of class when roll call is taken. If a student is not present at that time, it will be considered an unexcused absence, unless they have previously notified the professor that they will be late for tutorials, work, or another justified reason. It is the student's responsibility to indicate that they are in class at the time designated so that their attendance can be marked.

The use of cell phones in class is prohibited. Under university regulations, a student may be expelled from class if they are using their phone. Expulsion will be considered non-attendance that day.

Furthermore, the professor may establish as non-attendance criteria repeated tardiness or inattentiveness in class (unauthorized use of cell phones, lack of participation, etc.). These may be added to the overall non-attendance count and, consequently, contribute to exceeding the threshold for exam ineligibility, as well as affecting the attendance and participation percentage established in the teaching guide. This standard is complementary to the assessment percentages for participation, as well as the assessment and completion of assignments or cases in the classroom or during the course, which will follow their own assessment criteria. Both percentages are included in this teaching guide.

Exam

The final assessment will account for 50% of the final grade. It will consist of the sum of a final project and the exam, which will consist of a practical and a theoretical section. To pass the course, a student must obtain a minimum passing score in all three parts of the final assessment. Failure in the theoretical or practical section of the exam will result in failure of the course, and the final project grade will be retained for the second sitting without the need to retake it. If the student fails the first sitting, the student must take and pass the second sitting exam to pass the course.

Answers in the theoretical section that contain spelling mistakes will not be graded.

If the final assessment is not passed, the exam will be suspended, and the grade obtained will appear on the transcript. This rule will apply to both the first and second sittings. A student's presence in the classroom at the start of the exam will result in the student being evaluated as a "no show," and the student cannot be challenged as a "no show," even if the student is absent immediately after the exam begins. Grades for participation and practical work can only be obtained in the first sitting and will be retained for the second sitting exam to be averaged with the exam in case the student fails the first sitting. If the student fails the first sitting, a project or projects may be submitted for the second sitting at the instructor's discretion to improve the final grade for the subject.

Practicals

Practical content and participation will account for 50% of the final grade.

No practical or project will be graded unless previously supervised or authorized by the instructor during the course. This rule applies to students enrolled in their first, second, and subsequent sessions.

The submission of practicals outside the date and time established on the platform for each one will not be permitted. Practical may only be submitted through the platform in .pdf or .ai format. Files may only be submitted via WeTransfer or similar methods, such as Google Drive links. Submission in a format other than the one specified will result in the student failing the practical without a grade. This rule applies to students enrolled in their first, second, and subsequent sessions.

Copying or falsifying designs or works taken from the internet, another medium, or a classmate will constitute a serious offense and will result in the cancellation of all grades obtained in practicals and projects during the course, both for the first and second sessions, without the possibility of submitting additional work. If a student has any doubts about the possibility of plagiarism, copying, or falsification, they are obligated to consult the instructor regarding the creativity or references needed to complete their work. Without this consultation, the student is responsible for the possibility of committing this serious offense. This rule applies to first-, second-, and subsequent enrollments.

Second- and subsequent enrollments are prohibited from submitting repeated assignments from previous years. Doing so will result in a failure on the repeated assignment and a subsequent non-grade.

Artificial Intelligence

The use of artificial intelligence for digital practice will always be discussed with the instructor, who will indicate what can be worked on and completed using this method.

Its use, if permitted, will be described in the practice statement or determined by the instructor in class. Under no circumstances may a project or practice section of an exam be presented entirely using this technique, nor may any practice be presented without prior consultation with the instructor. If this occurs, it will be considered a very serious offense, and all practice sessions for the subject will be suspended.



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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.impivadissey.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



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.