ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	**School of Humanities and Social Sciences**		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	**ΕΠ546**	**Semester**	5-7
Course Title	Brand Identity Design		

Autonomous Teaching Activities	Weekly Teaching Hours	Credits
Lectures and Tutorials	3	6

Course Type *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Scientific area, Skills Development
Prerequisites:	EP141 - Intro to Design, Creative Media and Artistic Practice
Course teaching and evaluation language:	Greek, (good knowledge of English for bibliographic use)
The course is offered to Erasmus incoming students	YES (English)
Course Page (URL)	LINK to e-class: https://eclass.uth.gr/

2. Learning Outcomes

Learning Outcomes
Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will be able to:

- recognizes the field of Corporate Identity with the ability to apply knowledge, utilization of know-how with the possibility of logical and creative thinking,
- distinguishes the conceptual separation between Corporate Identity and Corporate Image
- understands the stages of development of the Corporate Identity,
- specifies the organizational structure and components of the Corporate Identity,
- formulates, concluding views and evaluative judgments, and supporting reason for assessments and suggestions,
- re-organizes structures or creates new structures of Corporate Identity in whole or in part,
- seeks multiple directions for resolving issues in the field of study,
- utilizes personal skills and performance, individual and collective ideas and visions,
- develops general collaboration skills with fellow students and prepares for future professional actions and collaborations

General Skills
Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies
Adaptation to new situations
Decision making
Independent work
Teamwork
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas Project design and management
Respect for diversity and multiculturalism
Respect for the natural environment
Demonstrate social, professional and ethical responsibility and gender sensitivity

The course aims at cultivating the following skills:

- Research, analyze and synthesize data and information, using the necessary technologies
- «Read», «write» and create visual images (visual literacy)
- Independent work
- Teamwork
- Utilization of collective ideas and visions
- Decision making
- Collaboration
- Exercising criticism and self-criticism

3. Course Content

The course seeks to develop design processes and practices in the design and development of Corporate Identity.

The course content aims to approach the structure and operation of the Corporate Identity, in order to study its design. It also methods the knowledge required for the gradual deepening in the wider field, as well as for the solution of design problems.

Particular emphasis is placed on the principles of Visual Literacy and its use for decoding and message output. Extensive reference is made to the basic principles of syntax and anatomy of the visual message, to the basic elements of visual communication, as well as to communication strategies.

The course aims to highlight the role of communication in different media and to cultivate the intention to present a legible and design-wise flawless final draft and reasoned choices.

It is also sought to develop the critical ability of his or her student, in order to select "answers" corresponding to the medium of projection, depending on the topic and in relation to the field research he has conducted.

Within the workshop, students develop knowledge acquisition skills, in order to continue in greater depth the study of graphic design and their integration into different environments required by each corporate identity to conduct communication.

Analysis and practical applications are made in relation to the role of communication, through the design of a logo - corporate identity logo, advertising leaflet and other means of promotion.

The design of the proposals includes the detailed process of management and promotion of the Corporate Identity at the stage of analysis, design, implementation and evaluation.

The course lasts 13 weeks as follows:

Curriculum 13 Weeks.

1st Week
First hour of the course: Detailed presentation of the course, Semester Exercises, final project and evaluation criteria.
Second and third hour of the course: Introductory lecture, the Importance and Role of Corporate Identity and the corporate image. Scope of corporate identity.

2nd Week
First half: Introductory lecture, the Character and the Content of Visual Literacy. Characteristics of visual messages.
Second half: Exercise on the spot, evaluate photos in terms of their aesthetics and communication ability and write a paragraph with the visual message they want to communicate.

3rd Week
First half: Introductory lecture, Composition: The Syntactical Guidelines for Visual Literacy, perception and visual communication.
Second half: Exercise on the spot, evaluation of bad visual design in graphics, which, although it was intended to deliver a message, is difficult to read and understand. Record in one paragraph how much ambiguity has contributed to the failure of visual statement.

4th Week
First half: Introductory lecture, The Basic Elements of Visual Communication, the Anatomy of Visual Message.
Second half: Exercises on the spot, **a.)** Creating graphic collage compositions with reference to the basic elements of visual communication (point, line, shape, tone, texture, etc.) and **b.)** Divide up a photograph into even strips either horizontally or vertically and rearrange the order with some plan.

5th Week
First half: Introductory lecture, The Dynamics of Contrast, Artistic Practices in Visual Communication.

Second half: Exercises on the spot, **a.)** Choose two conceptually opposite ideas (love-hate, organization-confusion, etc.) and make a collage which represents the contrast of ideas by using visual techniques and **b.)** Choose ten pairs opposite visual techniques (equilibrium-instability, symmetry-asymmetry, unity-division, etc.) and find an example for each. Arrange the examples from one polarity to the other.

6th Week
First half: Introductory lecture, Management and promotion of corporate identity, the stages of development of a corporate identity program.
Second half: Presentation of the final project: Design and development of a Corporate Identity proposal of a company. Dividing into groups and recording the first ideas.

7th Week
First half: Presentation and interactive discussion of the first ideas of the final Project.
Second half: Exercises on site, Digital Processing of Vector Graphics I.

8th Week
First half: Exercises on site, First attempt to design a logo on the paper of the selected company.
Second half: Exercises on the spot, Digital Processing of Vector Graphics II, logo design on the computer.

9th Week
First half: Introductory lecture, Corporate Communication: content, structure, form, stages of advertising idea.
Second half: Exercises on site, Design and development of a corporate identity proposal of the company, analysis stage and design stage.

10th Week
First half: Introductory lecture, The promotions of an advertising campaign.
Second half: Exercises on site, Selection of print and digital media to promote the advertising campaign and adaptation of the logo to these media.

11th Week
First half: Introductory lecture, The importance and role of corporate and social responsibility.
Second half: Exercises on site, design and development of print and digital media.

12th Week
First half: First presentation of the final Projects.
Second half: Remarks and corrections.

13th Week
Presentation of the final Projects.

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence
Use of IT's in teaching and communication with students	- Power Point presentations - Support Learning Process via the **a.) e-class platform, b.) Ms Teams and c.) Microsoft Stream,** for posting 1.) notes, 2.) assignments, 3.) announcements, 4.) communication with students

Teaching Structure
The methods of teaching are described in detail

The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.

Methods	Semester Work Load
Lectures and seminars	15
Teamwork	15
Essay writing (Team)	30
Final Project	50
Artistic creation	40
Course Total **(25 Hrs. Work Load per Credit Unit)**	150

Student Evaluation
Description of the evaluation procedure

Public Presentation in the classroom using audiovisual material.
Final project (project): Design and development of a Corporate Identity proposal of a company.
- **Written report** (1200 words) detailed process of managing and promoting the Corporate Identity of a company at the stage of analysis, design, implementation and evaluation.
- **Printed and digital media of the corporate identity**, through the design of the corporate identity logo, advertising leaflet and other promotion media, such as Print advertising, packaging, etc.

Final Project: 70%
Intermediate stages of research: 30%

5. Recommended Readings

Advised Bibliography:

1. Κωνσταντόπουλος Π., *Graphic Design*, Εκδόσεις Πάνος Κωνσταντόπουλος Αθήνα 2013.
2. Μήλιος Α., *Εταιρική ταυτότητα και εικόνα, από τον σχεδιασμό στην επιτυχία*, Εκδόσεις Κριτική, Αθήνα 2020.
3. Φραγκόπουλος Μ., *Εισαγωγή στην ιστορία και τη θεωρία του graphic design*, Εκδόσεις Μιχαήλ Παπαρούνης, Αθήνα 2006.
4. Χαλεβελάκη Μ., *Εισαγωγή στη Σημειολογία*, Εκδόσεις Καστανιώτη, Αθήνα 2010.
5. Χατζηθεοδώρου Β., *Διαχείριση Σχεδιασμού στην Οπτική Επικοινωνία*, Εκδόσεις Ευρασία, Αθήνα 2019.
6. Barthes R., *Εικόνα-Μουσική-Κείμενο*, Εκδόσεις Πλέθρον, Αθήνα 1988.
7. Bolz N., *Το αλφαβητάρι των μέσων*, Εκδόσεις Χρήστος Κουτσιαύτης, Αθήνα 2008.
8. Dondis D., *Βασικές Αρχές Οπτικής Παιδείας*, Εκδόσεις Ελληνικό Ανοικτό Πανεπιστήμιο, Πάτρα 2002.
9. Eco U., *Σημειολογία*, Εκδόσεις Μαλλιάρη-Παιδεία, Αθήνα 2019.
10. Krause J., *Color Index XL,* Watson-Guptill 2017
11. Krause J., *The Logo Brainstorm Book* - A Comprehensive Guide for Exploring Design Directions, HOW Books 2012.
12. Lankow J., Ritchie J., Crooks R., *Infographics: The power of visual storytelling*, John Wiley & Sons, 2013
13. *Oxide Design Co (Ed.), Letterhead & Logo Design 12*, Rockport Publishers 2011
14. Rand P., *Paul Rand: A Designer's Art*, Princeton Architectural Press, New York 2016
15. Wheeler A., *Designing brand identity*-An essential guide for the entire branding team, John Wiley and Sons 2018.

-*Συναφή επιστημονικά περιοδικά:*
The Art Newspaper Greece: https://theartnewspaper.gr/
South as a state of Mind Journal https://southasastateofmind.com/
Περιοδικό Gr Design: https://grdmagazine.gr/