



## COURSE PLAN

### FIRST: BASIC INFORMATION

#### College

College Irbid University College

Department Applied Sciences

#### Course

Course Title Corporate Identity Design

Course Code 020902138

Credit Hours 3 (1 Theoretical, 2 Practical)

Prerequisite

#### Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

#### Text Book

Title :

#### References

- 1) Brand Identity Design, Elena Wheeler, 2019
- 2) kolber philipe, Marketing management, Treizième edition Pearson Education, 2009
- 3) Introduction to User Experience- UX. Translated by the author Mohamed Orabi, 2016

### SECOND: PROFESSIONAL INFORMATION

#### COURSE DESCRIPTION

This course specifies the skills and knowledge required to develop a corporate identity design that conforms to requirements analysis for corporate identity projects, using visualization software. It includes concepts of visual identity, application, examples, history, process and design project management.



### COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain general concepts, classifications and history of corporate identity
- Explain elements, applications, examples of corporate visual identity
- Explain how to manage a design project
- Develop a design artwork of brand identity

### COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain general concepts, classifications and history of corporate identity
- **CLO2.** Explain and identify elements, applications, examples and processes of corporate visual identity
- **CLO3.** Complete brand identity design project

### COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter )	Proposed assignments
1	<b>Introduction to visual identity</b>	<ul style="list-style-type: none"> <li>• Concept of identity</li> <li>• Concept of visual identity</li> <li>• Functionalities of visual identity</li> </ul>	<b>CLO1</b>	
2	<b>Introduction to corporate visual identity</b>	<ul style="list-style-type: none"> <li>• Concept of corporate visual identity</li> <li>• Components of corporate visual identity</li> </ul>	<b>CLO1</b>	
3	<b>History and examples of brand identity design</b>	<ul style="list-style-type: none"> <li>• History of brand identity design</li> <li>• Examples of brand identity design</li> </ul>	<b>CLO1</b>	
4	<b>Elements and applications of corporate visual identity - 1</b>	<ul style="list-style-type: none"> <li>• Concept of brand and brand identity</li> <li>• Components of brand identity</li> <li>• Strategy of brand awareness</li> </ul>	<b>CLO2</b>	
5	<b>Elements and applications of</b>	<ul style="list-style-type: none"> <li>• Visual identity of brand</li> <li>• Logo and symbol mark</li> </ul>	<b>CLO2</b>	



	<b>corporate visual identity - 2</b>			
6	<b>Applying visual identity to everything related to the company - 1</b>	<ul style="list-style-type: none"> <li>• The company's website.</li> <li>• Covers of the company's products and correspondence.</li> <li>• Company vehicles</li> </ul>	<b>CLO2</b>	
7	<b>Applying visual identity to everything related to the company - 2</b>	<ul style="list-style-type: none"> <li>• Company buildings and furniture.</li> <li>• Staff uniforms and clothing.</li> <li>• Gifts distributed to customers and - sellers.</li> <li>• Advertising publications for companies.</li> </ul>	<b>CLO2</b>	
8		<b>Midterm Exam</b>	<b>Midterm</b>	
9	<b>Building a corporate visual identity</b>	<ul style="list-style-type: none"> <li>• Steps to build a corporate visual identity:</li> <li>• Identification of the audience to whom the media message is directed.</li> <li>• Recognition of the product</li> <li>• Design the visual elements</li> </ul>	<b>CLO3</b>	
10	<b>BI project: Research and Analysis</b>	<ul style="list-style-type: none"> <li>• Problem analysis</li> <li>• Subject area Research</li> </ul>	<b>CLO3</b>	
11	<b>BI project: Conceptualization</b>	<ul style="list-style-type: none"> <li>• Set Design strategy</li> <li>• Set Design concept</li> </ul>	<b>CLO3</b>	
12	<b>BI project: Ideation</b>	<ul style="list-style-type: none"> <li>• Ideation methodologies</li> <li>• Brainstorming</li> <li>• Discussion</li> <li>• Rough Sketch</li> <li>• Style Sketch</li> </ul>	<b>CLO3</b>	
13	<b>BI project: Visualization</b>	<ul style="list-style-type: none"> <li>• Graphic artwork for basic system</li> <li>• Graphic artwork for applicable system</li> </ul>	<b>CLO3</b>	



14	<b>BI project: Finalization</b>	<ul style="list-style-type: none"> <li>Finalize basic system</li> <li>Finalize applicable system</li> <li>Finalize integrated manual</li> </ul>	<b>CLO3</b>	
15	<b>BI project: Competition</b>	<ul style="list-style-type: none"> <li>Presentation</li> <li>Evaluation by peer and lecturer</li> <li>Feedback of final design works</li> </ul>	<b>CLO3</b>	
16		<b>Final Exam</b>	<b>Final</b>	

### COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Project & Problem based activity
- Practical activity and execution

### ONLINE RESOURCES

- 

### ASSESSMENT TOOLS

Assessment Tools	%
Projects	30%
Mid Exam	20%
Final Exam	50%
Total Marks	100%

### THIRD: COURSE RULES

#### ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

#### GRADING SYSTEM

**Example:**

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

**REMARKS**

•
---

**COURSE COORDINATOR**

<b>Course Coordinator</b>		<b>Department Head</b>	
<b>Signature</b>		<b>Signature</b>	
<b>Date</b>		<b>Date</b>	