

**NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM**

**Bachelor of Design, Department of Design
Year II, Semester III**

L	T	P	C
1		6	5

Course Code	DPR211
Course Title	Identity Design 1
Credits	5
Teaching hours:	105 hours

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Comprehend Logotype design that is part of the Trademark/Corporate identity development
2. Understand what is a Brand and how a visual identity helps in building awareness of the Brand qualities and value
3. Be equipped to design logotypes that represent the mission and concept of an organization, product, space, system and/or a concept.
4. Apply the Visual Identity developed on Office Stationery, print communication materials

Content:

This course is preliminary part of the introduction to Corporate Identity Design for Communication Design students. The course will focus on the development of logotype identity, its visual nuances and differentiating characteristics that help embed the concepts & brand value of an organization, company, institution etc. in developing a corporate identity.

Syllabus:

1. Understanding functions of Corporate identity
2. Understanding basic concepts of branding
3. Design of a logotype
4. Logotype adaptations in different languages
5. Application of the corporate identity in basic stationery

Suggested Readings:

1. Logo Construction: How to Design and Build a Logo by Paula Yacomuzzi
2. Logotype by Michael Evamy
3. Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God by Drew de Soto

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit