

## SISTEMES D'IDENTITAT

Jordi Duro Trouillet

Supervising Teacher: Jordi Duro Trouillet

Group: 1,2

Code: 105729

Credits: 6 ECTS

Course:

Semester: 2

Typology: Optative

Subject: Design Processes

Schedules:

Group	Schedules	Teacher
1	Dimecres 12:00 - 15:00	Jordi Duro Trouillet
2	Dijous 15:30 - 18:30	Jordi Duro Trouillet

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## Subject Presentation

### **Brief Description:**

Any approach to the concept of a commercial brand is surrounded by multiple disciplines that converge on it. This has been studied mainly from perspectives related to history, marketing, management and ethology of the recipient. The methodological approach to brand design is complex, as it is subject to the various factors that interact in the creation of a visual language, so the success of its result can never be considered a merit of good disciplinary execution specific but of a good coordination of multiple factors, where the measure of each of them is set by its specific context of action. This is where the consistency and systematization of the application of the brand becomes fundamental in its recognition. This subject delves into the design of basic visual identity elements and their systematic application.

### **Training Objectives:**

Obtain a panoramic view of the identity project to be able to interact with all the actors involved in a brand design process.

Understand the social and cultural dimensions of brands.

Make diagnoses about the situation of brands based on their design elements.

obtain sufficient technical knowledge to be able to transfer your design consistently to any of the physical and digital media where it will be displayed

### Recommendations

Recommendations will be proposed specifically for each project, as well as bibliography appropriate to each assignment.

## Contents and Methodology

### **Brief Description:**

Introduction: Etymological origin of the term vs. current meaning.

Brand management: Aesthetic strategy and brand management, graphically visualizing strategic plans. Mood Board.

Creating brand values: Brand design and naming. Brief introduction to graphic design. The basic identification trident: typography, color and image. Identification systems.

Systematization of values: Supply chain in management, manufacturing and marketing. Disciplines: Corporate image,

packaging, multimedia design, clothing design, vehicle design, editorial design and promotion.

Standardization: The brand image manual and the systematization of communication.

### **Teaching methodology:**

4 Masterclasses presenting each of the 4 exercises and providing a historical basis with a multitude of references to contextualize each assignment and grasp its complexity.

Public corrections of each of the works with participation of the entire class and personalized monitoring adapted to the skills of the students (3rd and 4th grade) until submission.

### **Training activities:**

Through public corrections of class work, the student will learn to consolidate the tools offered by graphic design to coordinate the visual identity of a brand. The student will learn to generate, manage and coordinate the establishment of an aesthetic strategy in different communication media. He will understand how the good approach to the aesthetic strategy facilitates the recognition, promotion and public relations of an organization.

## Evaluation

### **General evaluation regulations**

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

### **Continuous evaluation system**

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.

The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

80% of the final grade is obtained from the average of 4 exercises carried out during the course. (three of the exercises are done individually and the last one in pairs). Each of the exercises represents 20% of the grade. Class attendance and participation represent an additional 10% each.

### **Review process**

Students are informed of the grade for each exercise when they begin the next one.

Students can resubmit projects at any time during the course to raise their grade

Students can request, by informing the administration, a personalized delivery plan adapted to their personal situation, if necessary.

## Learning outcomes of the subject

### **Knowledge**

Identify the similarities and differences between a design project and other comparable projects within the current market context. (KT01)

### **Skills**

Integrate concepts and procedures from different professional design sectors in the development of comprehensive design projects. (ST09)

## Learning outcomes of the degree program

### **Competencies**

Manage design-related tasks autonomously, planning and organising time and processes in professional and/or academic settings.

Apply acquired knowledge to the execution of design and art projects with professional standards, considering user and audience diversity.

### **Skills**

Propose design solutions (or solutions in related areas) clearly and precisely, using appropriate vocabulary and techniques of expression and representation.

Adapt visual languages, media, and artistic techniques to the communicative goals of each design project.

### **Knowledge**

Categorise technologies and production processes, along with their respective costs, in relation to the conceptualisation and formalisation of design projects, while ensuring rigour and quality in finishes and details.

## Bibliography and Resources

MOLLERUP, Per. Marks of Excellence. The history and taxonomy of trademarks. Phaidon Press Ltd. 1997

MÜLLER-BROCKMANN, Josef. Grid systems. Gustavo Gili Editorial. 1982.

FRUTIGER, Adrian. Back to typography. Publisher Gustavo Gili. 2002/2004.

OLINS, Wally. Brand. Brands according to Wally Olins. Turner Publications. 2004.