

1. BASIC DETAILS

Course	Corporate Visual Identity
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Corporate Visual Identity subject in the Bachelor's Degree in Advertising of Universidad Europea is focused on analysing and applying strategies in order to develop brand image and its visual coherence through various means of communication. Students learn how to understand the value of visual identity as a fundamental part of the advertising strategy and to apply the principles of graphic design in order to create visual elements that convey the values and personality of the brand.

Visual identity management is also studied in depth, including the creation of corporate visual identity manuals, implementation of branding strategies and assessment of the effectiveness of visual identity in various contexts. Furthermore, students acquire skills to work as a team and collaborate with other professionals in managing brand image. The Corporate Visual Identity subject in the Bachelor's Degree in Advertising of Universidad Europea prepares students to be competent professionals in the design and management of corporate visual identity in the world of advertising and communication.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

Specific skills (CE, by their acronym in Spanish):

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.

Learning outcomes (RA, by their acronym in Spanish):

RA1: Develop an online and offline Corporate Visual Identity professional manual. Define the basic corporate elements of a brand.

RA2: Standardise and structure the use of corporate elements defined.

RA3 Enforcement of the rules laid down by students in real pieces.

Skills

Learning outcomes

CB2, CT2, CE30	RA1
CB2, CT2, CE30	RA2
CB2, CT2, CE30	RA3

4. CONTENTS

- Conceptualisation of the project, where based on a briefing, a 360º (online and offline) Corporate Identity Manual will be generated, which safeguards brand architecture within the branding of a company. Students will therefore define the criteria that must be followed by a brand in order to be implemented correctly, using flexible visual systems, size tests, definition of colours, types and other aspects that will be documented by means of specific and precise instructions in order to promote a solid and lasting identity.
- Generation of a Corporate Identity Manual and apply these standards to real online and offline pieces based on the product briefing provided in class.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	22
Asynchronous lectures	8
Case study analysis	15
Problem-solving	15

Oral presentations	20
Drawing up reports and written work	15
Group tutorials	10
Independent working	45
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Reports and written work	10.0
Case study/problem scenario	10.0
Portfolio of learning	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

A continuación, se indica la bibliografía recomendada:

Alcaraz, J. M., & Costa, J. (2016). Manual de diseño gráfico: principios y práctica. Gustavo Gili.

Ambrose, G., & Harris, P. (2015). Diseño gráfico: principios y práctica. Editorial Gustavo Gili.

Arreola, M. (2018). Identidad visual corporativa. Universidad Iberoamericana.

Heller, S., & Ilic, M. (2015). Anatomy of design: Uncovering the influences and inspirations in modern graphic design. Rockport Publishers.

Jozami, E. (2019). Branding corporativo: construyendo marcas ganadoras. Ediciones Infinito.

Landa, R. (2016). Diseño gráfico en España: Historia de una forma comunicativa nueva. Editorial Gustavo Gili.