

1. OVERVIEW

Subject area	Brand content
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Faculty of Social Sciences and Communication
Year	3rd
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S1

2. INTRODUCTION

Corporate Visual Identity is a subject area in the Creativity module (Module 5), which is taught in the 3rd year of the Bachelor's Degree in Advertising.

It provides students with the theoretical and practical knowledge for the concept and creation of the corporate elements that distinguish a brand. The subject will develop and implement the standardisation of the uses of all the elements created by the student in the main advertising means.

3. SKILLS AND LEARNING OUTCOMES

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

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

- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant data (normally within their area of study) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT02: Independent learning: A range of skills to choose research, analysis, evaluation and information management strategies from different sources, as well as to learn and

independently put into practice what has been learnt.

- CT03: Group work: Ability to integrate oneself and collaborate actively with other people, departments and/or organisations to achieve shared objectives.
- CT04: Written / oral communication: Ability to convey and receive information, ideas, opinions and attitudes to achieve understand and action. Oral communication by means of words and gestures and written communication by means of written and/or visual aids.
- CT05: Analysis and problem solving: Be able to critically evaluate information, break down complex situations into manageable blocks, recognise patterns, and consider other alternatives, approaches and perspectives in order to find optimal solutions and negotiate efficiently.
- CT06: Adaptability: Ability to accept, value and integrate different points of view, adapting one's own approaches to suit the situation. and working 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 engage in the creation and development of the different professional profiles found in different areas of advertising creativity.
- CE30: Ability to apply the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the conceptualisation and production of a project portfolio.

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

- RA1: Define the basic corporate elements of a brand.
- RA2: Standardise and organise the use of the defined corporate elements.
- RA3: Develop a professional online and offline Corporate Visual Identity guide.
- RA4: Apply the rules established by the student on real parts.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB2, CB3, CB4, CT02, CT03, CT04, CT05, CT06, CE28, CE29, CE30	<ul style="list-style-type: none"> ▪ RA1: Define the basic corporate elements of a brand.

CB2, CB3, CB4, CT02, CT03, CT04, CT05, CT06, CE28, CE29, CE30	<ul style="list-style-type: none"> RA2: Standardise and organise the use of the defined corporate elements.
CB2, CB3, CB4, CT02, CT03, CT04, CT05, CT06, CE28, CE29, CE30	<ul style="list-style-type: none"> RA3: Develop a professional online and offline Corporate Visual Identity guide.
CB2, CB3, CB4, CT02, CT03, CT04, CT05, CT06, CE28, CE29, CE30	<ul style="list-style-type: none"> RA4: Apply the rules established by the student on real parts.

4. CONTENTS

- Strategic contextualisation of a brand's visual identity.
- Conceptualisation and design of a brand's basic elements.
- Visual representation and *naming* strategies.
- Framework of a professional visual identity guide.
- Design and production of offline applications.
- Design and production of online applications.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Collaborative learning.
- Challenge-based learning (CBL).
- Lectures.
- Simulation environments.

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
Group tutorials	10
Lectures	22
Asynchronous lectures	8
Case studies	15
Problem-solving	15
Oral presentations	20
Drawing up reports and written work.	15
TOTAL	150 h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus:

Assessment system	Weighting
Knowledge tests	30%
Reports and written work	10%
Case study/problem/challenge	20%
Learning portfolio	30%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

8. BIBLIOGRAPHY

The recommended bibliography is indicated below:

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