

GD 202 GD II VISUAL IDENTITY

Fall 2009/2010 MWF 2:00–6:00 pm
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SYLLABUS

Course description

Visual identity design involves conceiving an image/concept and developing a visual identification system by which a corporation, product, institution, individual, country... becomes recognizable.

The corporate identity of an institution is the image that reflects its philosophy/persona, it generally consists of a logo and supporting applications of it in different media. A set of rules helps these various components form a consistent recognizable identification system.

In this studio course, students will learn the principles of visual identity design by working on a series of exercises and projects aided by research, readings, class discussions, group critiques, etc.

Objectives and outcomes

Learning outcomes of the course consist of:

- developing strong visual analytic skills that allow students to translate any given object, being, idea into a sign, from a literal descriptive representation to an abstraction.
- exploring a wide range of processes of arriving at meaningful visual solutions in order to develop one's own ways of investigation and methodologies.
- developing methods to examine and communicate the core values of institutions or other entities.
- acquiring the capability to work with various institutions, creating different types of logos, adapting them to different media and contexts, etc.
- understanding and mastering the rules that allow varied components of an identity to work as a coherent yet flexible whole.
- conceive and design consistent visual identity systems that communicate creatively the image of an institution.
- gain strong presentation skills to articulate persuasive design ideas clearly.

Course structure

The course is divided into three phases:

— Part 1 (week 1 to 4): through visual explorations, this part will introduce the students to varied processes of abstraction and representation necessary for visual identity design.

— Part 2 (week 5 to 10): in that second phase, the dynamic relationship of symbol and type will be examined very closely in order to create adaptable visual entities that communicate intended ideas/meanings.

— Part 3 (week 11 to 16): finally, the previous phases will lead to the creation of a cohesive and comprehensive identification system, understanding the methods and tools that allow it both to be flexible and to keep consistency.

Requirements & Course policies

Exploring varied and innovative methods of arriving at visual solutions through research, analysis and sketching is an integral part of the design process and therefore will be documented, presented for discussions and submitted at the end of each project.

Studio-based courses entail the presence and participation of all. Readings will be assigned during the term, class discussions and group critiques will take place regularly. Participating, raising and answering questions, exchanging ideas, sharing experiences and opinions are of prime importance in order to develop analytical and critical reflection towards your own work, that of others, and in looking at graphic design in general.

Students are encouraged to and will benefit from contributing actively and responsibly as members of the class. Academic integrity and honesty are essential components of students' education.

Students should always be well prepared to work in the studio; have made their research and collected the needed information prior to the session, plus have all the materials needed.

Late attendance will be considered as absence.

Grading

Project grading will include: research and sketching, creative exploration of concepts/ideas and their visual expression, clean execution and presentation skills, as well as class attendance and participation.

NO LATE SUBMISSION ALLOWED. Late projects will receive a zero.