

Course Title	Visual Identity Design				
Course Code	GRD230				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	2 <sup>nd</sup> Year/ 4 <sup>th</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course aims to introduce students to the design of visual identities for products, organisations and companies. Through a series of projects students will create logotypes, symbols and a complete visual identity system, including various printed and digital applications. Moreover, students will explore the idea of brands and branding processes and integrate their experiences into creative and functional design solutions.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> <li>• Identify and explain the role of design in branding and visual identity.</li> <li>• Apply effectively conceptual design skills to develop branding strategies.</li> <li>• Design appropriate and original logotypes and symbols.</li> <li>• Design and produce a complete visual identity system, including various printed and digital applications.</li> <li>• Create and present formal proposals to prospective clients.</li> </ul>				
Prerequisites	GRD220, GRD205	Co-requisites	None		
Course Content	<p>Historic Overview / Ancient Symbols and the Evolution of Logotypes</p> <p>Logo Design Practice</p> <p>Analysis of the Logo Design Process</p> <p>Logo Versions (Size, Colour)</p> <p>Research Methodologies / Gathering of Relevant Information (Competitors, Target Audience etc)</p> <p>Importance of Colour in Visual Identity Design</p> <p>Use of Pantones</p> <p>Design of Visual Identity Systems (Printed and Digital Applications)</p> <p>Case Studies</p> <p>What is Branding / How Branding is achieved.</p>				

	Protection of an Identity / Creation of Logo Manuals (Brandbook)								
Teaching Methodology	<p>Lectures</p> <p>Work in Groups</p> <p>Individual Tutoring</p> <p>Critiques</p> <p>Independent learning</p> <p>Software Tutorials</p> <p>Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <p>Wheeler, A. <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>. New York John Wiley &amp; Sons Inc</p> <p>Brooking, C. <i>Creating a Brand Identity: A Guide for Designers</i>. Laurence King Publishing</p> <p>Airey, D. <i>Logo Design Love: A Guide to Creating Iconic Brand Identities</i>. Peachpit Press</p> <p>Hardy, G. <i>Smashing Logo Design: The Art of Creating Visual Identities</i>. John Wiley &amp; Sons</p> <p><u>Greek Bibliography:</u></p> <p>Κωνσταντόπουλος, Π. <i>Graphic Design</i>. Εκδόσεις Gramma</p>								
Assessment	<table border="1"> <tr> <td>Major Project</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100%</b></td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	<b>Total</b>	<b>100%</b>
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Language	English								