

TEACHING GUIDE

1. Name: Graphic design and company image

2.

Credits: 5.0 **--Theory:** 2.0 **--Practice:** 3.0 **--Optional**

Academic Degree: 2160-Máster Universitario en Ingeniería del Diseño

Module: 1-Electives Semester A

Subject: 1-Research and development in design

Center: E.T.S.I.D (Higher Technical School of Design Engineering)

3.

Coordinator: Jordá Albiñana, María Begoña

Departament: Graphic Engineering

4. Bibliography:

- Personal Brands: Manage Your Life with Talent and Turn it into a Unique Experience (Álvarez del Blanco, Roberto Marcos | Aaker, David A)
- Corporate identity: from brief to final solution (Anistatia R. Miller, Jared Brown)
- Brand identity now! (Wiedemann, Julius)
- Designing Brand Identity: An Essential Guide for the Whole Branding Team (Wheeler, Alina)
- Logo design: the definitive guide to creating the visual identity of a brand (Airey, David)

5. General description of the subject:

From the legal point of view, the brand is "any sign capable of graphic representation that serves to distinguish in the market the products or services of one company of those of another ". Currently, the brand as graphics that identifies and differentiates a product, and as a container of the company's personality, it is completely installed in our environment. The success of this concept has been such that it has moved to other areas, and there are also brands for countries, ideas, political parties... as well as people.

The subject explores the meaning of this concept applied to the personal sphere ("personal branding") in a business and professional context. The project to be developed consists of the creation by each student of their personal brand, after an introspective analysis of the advantages that each one possesses and distinguishes it from the others. Subsequently, the graphic and formal possibilities of the brand created are explored by experimenting with different representation techniques and materials.

6. Recommended knowledge:

Basic knowledge of the use of color and typography in graphic design.

Basic use of a computer graphic design program (recommended but not essential).

7. Course objectives - Learning outcomes:

Competences:

26 (ES) Integrate ecodesign within the company's management system.

04 (ES) Apply the methodology of product engineering proposing appropriate solutions

from the industrial, technical and economic point of view.

Cross-cutting competences:

(05) Design and project

- Activities carried out related to the acquisition of competition
Project
- Detailed description of the activities
Personal branding project
- Evaluation criteria
Report writing: project report.

(08) Effective communication

- Activities carried out related to the acquisition of competition
Oral presentations, Written works
- Detailed description of the activities
Oral presentation and written work to present the project carried out
- Evaluation criteria
Oral presentation, Written reports

8. Teaching units:

1. Personal Branding
2. The personal graphic brand: name, logo and symbol.
3. Development of a personal brand project:
 - 3.1. Briefing for personal brand.
 - 3.2. Analysis of the competition.
 - 3.3. Brand concept.
 - 3.4. First sketches.
 - 3.5. Final choice.
 - 3.6. Brand applications.

9. Teaching-learning method:

TU	CT	LP	EVA	FFW	NCW	TOTAL HOURS
1	3.00	1.00	0.50	4.50	6.00	10.50
2	3.00	6.00	1.00	10.00	9.00	19.00
3	14.00	23.00	4.00	41.00	57.00	98.00
TOTAL HOURS	20.00	30.00	5.50	55.50	72.00	127.50

TU: Teaching Unit. CT: Classroom Theory. LP: Laboratory Practice. EVA: Evaluation Activities. FFW: Face-to-face Work. NCW: No-contact work.

10. Evaluation:

(11) Observation: 3 acts, 30%

(09) Project: 2 acts, 70%

The final grade is obtained by the sum of the following evaluation systems:

- Project (2 evaluation acts). Weight: 70%.
- Observation - Class practices (3 acts of evaluation). Weight: 30%

SECOND-CHANCE:

Second-chances are always established based on the modification of the items that have been executed defectively by the student. The teacher, once the corresponding corrections have been made, will propose, if he deems it necessary, new works, exercises or evaluations, similar to those already evaluated.

STUDENTS EXEMPT FROM THE OBLIGATION OF ATTENDANCE TO THE PRESENTIAL ACTIVITIES:

Those face-to-face activities (work to be done in class) will be adapted so that they can be carried out off-site. The rest of the activities will remain the same but the corrections and monitoring of the work will be done by e-mail.

11. Maximum percentage of absence:

Activity	Percentage
Classroom Theory	20
Laboratory Practice	20