

## Liverpool John Moores University

Title: CORPORATE AND BRAND IDENTITY  
Status: Definitive  
Code: **4501DA** (115363)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Stockport College

Team	Leader
Jon Moorhouse	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 120.00  
**Total Learning Hours:** 240      **Private Study:** 120

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	6.000
Practical	72.000
Tutorial	6.000
Workshop	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file inc. report	25.0	
Report	AS1	Practical projects	75.0	

### Aims

1. To understand the historical context of Corporate Identity design and it's relation to Brand Identity.
2. To understand the professional context and issues relating to Corporate Identity design.
3. To develop the skills for generating logo ideas that communicate corporate themes.

4. To develop the technical and software skills for drawing corporate images
5. To understand and apply the design principles for the development of effective logos and identities to produce an effective Corporate identity system.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Describe and explain the key the historical and professional contexts within which the design of trademarks and corporate identities takes place.
- 2 Generate a 'range' of appropriate image and word based trademark ideas using quick and efficient visualising techniques, 'render' developmental and final ideas ideas based on a rationale.
- 3 Apply the appropriate software and digital skills for the drawing of ideas and development of logo designs or brand imagery suitable for presentation.
- 4 Explain and apply the basic principles for the development of a Corporate Identity to develop an effective corporate identity system including colour palettes and typographic options.
- 5 Present development and final work in a portfolio effectively.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Context file inc. report	1				
Practical Projects	2	3	4	5	

## Outline Syllabus

*The module is based around the principles of good logo design and contemporary thinking about brand and Corporate Identity, as described by the likes of Per Mollerup in the book Marks of Excellence and Wolff Olins. The historical context which leads to the development of Corporate Identity practice is explored, and examples of good practice are discussed.*

*Ideas development skills, including the use of lateral thinking and quick imaging techniques, and the drawing and rendering skills using a combination of paper based techniques and vector based software tools such as Adobe Illustrator are taught and developed within the context of design tasks.*

*These principles and theories inform the design process as learners explore and develop their own design ideas producing logos and Corporate Identity work for projects that have specific communication requirements.*

## Learning Activities

A series of lectures and research tasks to support the production of a research report exploring: the historical, (technological, social, economic and cultural developments) and professional contexts of Corporate Identity; the principles of effective logo and

identity design revealing examples of good practice.  
 Practical workshops in traditional and digital skills for drawing developmental and final ideas. with accompanying support materials and handouts.  
 Studio based project work on design briefs.  
 Individual and group tutorials for critique and review of ideas.

## References

<b>Course Material</b>	Book
<b>Author</b>	Crow, D.
<b>Publishing Year</b>	2003
<b>Title</b>	Visible Signs
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Switzerland: AVA Publishing SA
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Mollerup, P.
<b>Publishing Year</b>	1999
<b>Title</b>	Marks of Excellence
<b>Subtitle</b>	History and Taxonomy of Trademarks
<b>Edition</b>	
<b>Publisher</b>	London: Phaidon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Oei, L. & De Kegel, C.
<b>Publishing Year</b>	2002
<b>Title</b>	The Elements of Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Olins, W.
<b>Publishing Year</b>	2004
<b>Title</b>	On Brand
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Thames & Hudson
<b>ISBN</b>	

<b>Course Material</b>	Book
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<b>Author</b>	Olins, W.
<b>Publishing Year</b>	1996
<b>Title</b>	The New Guide to Identity
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Gower Publishing Ltd
<b>ISBN</b>	

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## Notes

Corporate and Brand Identity is one of the four specialist modules at level 4 sharing a common framework for learning aims and outcomes that naturally promote a design process and are adapted within the context of each specialist industry activity.

A primary emphasis within this module will be upon the development of images and how these images can connote meanings and corporate or business themes. Whilst the module is studied independently of the other three specialist level 4 modules, the skills and principles learned within the module will have relevance and can be seen to overlap with the skills and principles learned within the other 3 modules. In particular a link can be seen between the visual language and semiotic role of symbols in this module and its relationship to the use of imagery within advertising.