Course Syllabus

Code - Course Title	**GRA445 - Corporate Identity Design**
Course Type	VIII. SEMESTER
Laboratory + Practice	2+3
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROFESÖR MELİKE TAŞCIOĞLU VAUGHAN, DOÇENT ÇAĞLAR OKUR

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	https://www.logolounge.comhttps://rebrand.comCorporate Identity: Making Business Strategy Visible Through DesignThe Big Book of Corporate Identity DesignCorporate Identity Design, Veronica Napolescorporate identity design designing brand identity: an essential guide for the whole branding team
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Identifying and analyzing the problem	
Week - 2		Relating the problem with the project, improving thumbnail sketches	
Week - 3		Having the sketches ready for the solutions.	
Week - 4		Critique	
Week - 5		Critique	
Week - 6		Critique	
Week - 7		Critique	
Week - 8		Critique	
Week - 9		Critique	
Week - 10		Critique	
Week - 11		Critique	
Week - 12		Critique	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Critique	
Week - 14		Critique	

Learning Outcomes

#	Learning Outcome
1	.
2	Mastering Corporate Identity Design Concepts
3	Recognizing and applying symbol design types,
4	Ability to Design Corporate Identity Catalog,
5	Presentation Skills
6	Creating work to the portfolio

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.