## Course Syllabus

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| **Code - Course Title** | **GİT303U -** |
| **Course Type** | II. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | PROF. DR. HALİT TURGAY ÜNALAN |

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| **Mode of Delivery** | This course is conducted in an online format. |
| **Place of Delivery** | Online |
| **Used Educational Platforms** | Online |
| **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 |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Introduction to Corporate Identity and Basic Concepts Definition, scope, and components of corporate identity; differences between corporate identity and visual identity. | |
| **Week - 2** | | Historical Development and Structures of Corporate Identity The traditional period, the branding technique, the design period, and the strategic period; single, supported, and marked identity structures. | |
| **Week - 3** | | Fundamentals of Brand and Brand Identity Definition and types of brands; types of brand identity, brand personality, brand image, and brand equity. | |
| **Week - 4** | | Branding, Brand Architecture, and Corporate Identity Components Branding, brand management, strategy, and architecture; corporate philosophy, communication, behavior, design, reputation, culture, and image. | |
| **Week - 5** | | Emblems, Logos, and Symbolic Communication in Corporate Identity The function of emblems and logos; meaning, memorability, signs, pictograms, symbols, and icons. | |
| **Week - 6** | | Visual Perception and Visual Elements of Corporate Identity Principles of figure-ground, part-whole, closure, and similarity; color, typography, and visual imagery. | |
| **Week - 7** | | Problem Definition and Creativity in Corporate Identity Design Identification of the design problem; creative thinking and the relationship between strategy and creativity. | |

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|---|---|---|---|
| **Week - 8** | | Corporate Identity Design Process and Stages Definition and design brief, discovery, idea development, prototyping, testing and experiencing, implementation, feedback. | |
| **Week - 9** | | Corporate Identity Tools and Components of the Identity Catalog The structure of the corporate identity catalog and visual identity elements; integrity and consistency in design applications. | |
| **Week - 10** | | Digital Identity Catalog and Corporate Identity Presentation Online corporate identity catalog; effective presentation principles and the use of mockups. | |
| **Week - 11** | | Brand Strategy: Target Audience, Competitors, and Brand Architecture Target audience and competitor brand analysis; brand personality and archetypes, brand architecture models, and the Golden Circle Theory. | |
| **Week - 12** | | Brand Research, Insight, and Design Briefing Qualitative, quantitative, and online research; consumer research, insight, brand communication, agency processes, and briefing. | |
| **Week - 13** | | Corporate Identity Management and Corporate Identity Guide The importance of the corporate identity catalog, consistency and professionalism; the design process and content of the corporate identity guide. | |
| **Week - 14** | | Corporate Identity Design Applications and General Evaluation Brand name, color, typography, and logo selection; basic and variable applications: business cards, correspondence documents, email signatures, vehicle wraps, outdoor and digital media. | |

## 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.*