Course Syllabus

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

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

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

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Week - 8	LO-1 LO-2 LO-3 LO-4	Corporate Identity Design Process and Stages Definition and design brief, discovery, idea development, prototyping, testing and experiencing, implementation, feedback.	Lecture
Week - 9	LO-1 LO-2 LO-3 LO-4	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.	Lecture
Week - 10	LO-1 LO-2 LO-3 LO-4	Digital Identity Catalog and Corporate Identity Presentation Online corporate identity catalog; effective presentation principles and the use of mockups.	Lecture
Week - 11	LO-1 LO-2 LO-3 LO-4	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.	Lecture
Week - 12	LO-1 LO-2 LO-3 LO-4	Brand Research, Insight, and Design Briefing Qualitative, quantitative, and online research; consumer research, insight, brand communication, agency processes, and briefing.	Lecture
Week - 13	LO-1 LO-2 LO-3 LO-4	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.	Lecture
Week - 14	LO-1 LO-2 LO-3 LO-4	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.	Lecture

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	0.00	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0.00	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0.00	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**0.0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**