Alexandria Technical and Community College

COAR 2629: Corporate Identity I

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
   COAR 1604 - Computer I/InDesign (Number of Years Valid: 5)

Corequisites: None
MnTC Goals: None

This course examines brand, brand identity (logos and symbols), their necessity and value, and their origins and history. Students learn how to prepare business identities with extensive applications. The course focus is the basic steps in the corporate identity process: analysis (defining and researching), design exploration (conceptualizing), design refinement (analyzing), and implementation. Prerequisite: COAR1604.

B. COURSE EFFECTIVE DATES: 12/09/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Define brand - how positive symbols produces positive images.
2. Identify creative processes.
3. Identify the naming processes.
4. Identify descriptive, abstract, and typographic brand identities.
5. Develop an abstract brand identity.
6. Develop a descriptive brand identity.
7. Develop a typographic brand identity.
8. Develop components of an identity system.

D. LEARNING OUTCOMES (General)

1. The learner will be able to translate a company name into a representational symbol.
2. The learner will be able to create a representational symbol on the computer as finished art.
3. The learner will be able to create several collateral pieces using a logo as the primary "unity" for a company's identity.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted