

COURSE NAME: CORPORATE DESIGN TECHNIQUES

UFV CODE: 1277 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: MKT1277 **YEAR:** 5

REQUIREMENTS: MKT1230

OBJECTIVES: To examine the different characteristics of corporate visual identity and their dependence on the identity profile of the organization. To evaluate corporate visual identity as an element of distribution and confirm the differential principles of organizational identity

COURSE DESCRIPTION: Exhaustive and detailed study of the current evolution of brands, logos and symbols, analyzing the use of different themes: color, typography, design, and their adaptation to the organization's principles of identity

BIBLIOGRAPHY: Notes and basic bibliography will be provided at the beginning of the course

METHODOLOGY: Examination of logos to apply the theory to concrete examples from different sectors

EVALUATION: Class attendance and participation (30%). Diachronic analysis of a brand and class presentation (70%)

PROFESSOR: To be appointed **LANGUAGE:** Spanish