

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Logo Design	VCDE 214	4	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor	Assist. Prof. Dr. Mehdi Nourani	E-mail: mehdi.nourani@arucad.edu.tr Office : RO-004
Course Objectives	The main objective of this course is to help students gain the necessary creative design skills in the logo building process. Students will focus on techniques applied to create logo design such as typography, color, symbol creation, hierarchy, composition and style. Among the brand identity creation applications, they will be asked to design and develop corporate identity design styles like typography logo, monogram logo, mixed logo and symbol logo design.	
Course Learning Outcomes	Students will develop a solid understanding of logo design at the end of this course. Students will be able to work on any type of logo project. Among the skills they will learn are brainstorming, mind mapping, and creating logo stories.	
Course Content	<ul style="list-style-type: none"> • Planning and research for logo designing. • The stages of creative thinking in logo design • Develop your brainstorming and creative thinking skills • Create and interpret logo summaries. • Create a concept for the logo and position the logo. • Learn how to design logos for personal and corporate brands. • Design and redesign logo. • Explore ways to make your logo more creative. • Design key-images for branding. 	

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to brand design. Putting brands and logos into perspective. Looking at the background of some big brands. Why and how to brand.	T	-
2	Logo Observation: Understand and identify all the logo that we see during the day and night, and analyze them in terms of type, structure, and color.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
3	Shape logo: The simplicity of the animal shape for the chosen company. SWOT analysis.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class

4	Shape logo: brainstorming, Design process. Sketches for personal brand logo design. Black and white color first.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
5	Shape logo: Strengthening the logo. Visual retouching and key visual designs.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
6	Mono logo: The simplicity of the Letter shape for the chosen company. Design process SWOT analysis. Brainstorming, Sketches for personal brand logo design.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
7	Mid-Term Exam	-	
8	Mono logo: Strengthening the logo. Visual retouching and key visual designs.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
9	Typography logo: The simplicity of the Letter shape for the chosen company. Design process SWOT analysis. Brainstorming, Sketches for personal brand logo design.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
10	Typography logo: Strengthening the logo. Visual retouching and key visual designs.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). -Provided in class
11	Mix logo: The simplicity of the shape and type as a one component design for the chosen company. SWOT analysis.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). - Provided in class
12	Mix logo: brainstorming, Design process. Sketches for personal brand logo design. Black and white color first.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). - Provided in class
13	Mix logo: Strengthening the logo. Visual retouching and key visual designs.	T/P	- Airey, D, (2019), <i>Identity Designed: The Definitive Guide to Visual Branding</i> , Rockport Publishers; Illustrated edition. (ISBN-10: 1631595946). - Provided in class
14	Final Exam	-	

Required Course Material(s) / Reading(s)/ Text Book(s)	<ul style="list-style-type: none"> ▪ White Space Is Not Your Enemy (3rd edition) by Golombisky & Hagen ▪ Paper & Pencil ▪ access to Adobe Creative CC
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Recommended Course Material(s)/ Reading(s) /Other	<ul style="list-style-type: none"> Airey, D. (2015). <i>Love of logo design: a guide to creating iconic brand identities</i>. Berkeley, California: New Riders. Krause, J, (2012), <i>The Logo Brainstorm Book, A Comprehensive Guide for Exploring Design Directions</i>, HOW Books. (ISBN-10: 1440304319). Slade-Brooking, C, (2016), <i>Creating a Brand Identity: A Guide for Designers: (Graphic Design Books, Logo Design, Marketing)</i>, Laurence King Publishing. (ISBN-10: 1780675623).
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term (Assignment)	1	20
Quiz & Tutorials	-	-
Assignment	-	-
Project (4 Assignment)	4	80
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Discussion	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	-	-
TOTAL		100

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		11	11
Quiz	-		-	-
Assignment	-		-	-
Project	4		11	44
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	-		-	-
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
	1	2	3	4	5
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					*
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					*

Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				*	
Create an understanding of the impact and importance of visual culture in its diverse global forms.				*	
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).					*
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.			*		
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					*
Have an understanding of different eras of visual communication and its historical development.				*	
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					*
Understand visual cultures within a variety of past societies and contemporary and future design trends.					*
Develop the knowledge of below and above the line visual design in a commercial context.					*

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

PREPARED BY Dr. Mehdi Nourani

UPDATED 20.02.2021

APPROVED