

<b>Main information</b>	Name of subject, code and the number of credits	<b>DSN 440 Visual Identity Design -2, 4 ECTS</b>
	Department	Architecture and design department
	Program (bachelors, master)	Bachelors
	Academic semester	Fall semester of the 2024/2025 academic year
	Teacher	Leyla Huseynova PhD student
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	Telephone:	
	Lecture Room/Table	Neftchiler campus,
	Counseling hours	At times agreed upon with students
<b>Prerequisites</b>	-	
<b>Language of instruction</b>	English	
<b>Type of subject (compulsory, selective)</b>	Compulsory	
<b>Lessons and additional literature</b>	<ol style="list-style-type: none"> <li>1. History of Graphic design by Meggs. USA, 2012</li> <li>2. Graphic Design (Pocket Essentials) by <u>Bob Gordon</u>. United Kingdom, 2011</li> <li>3. Designing Brand Identity by Alina Wheeler. Canada, 2013</li> <li>4. Logo Modernism by Jens Müller, 2015.</li> <li>5. The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication. Ryan Hembree, 2011.</li> <li>6. Why Fant Matter by Sarah Hyndman. London, 2016.</li> </ol> <b>Logotype by Michael Evamy. London, 2012.</b>	
<b>Description of the course</b>	<p>This course explores the principles and practices of designing visual identities for brands and organizations. It covers the creation of logos, color schemes, typography, and other visual elements that contribute to a cohesive brand image. Students will learn how to develop and apply these elements consistently across various media, including print, digital, and environmental contexts. The course also emphasizes understanding the strategic role of visual identity in branding and how to align design choices with brand values and target audiences.</p>	
<b>Course objectives</b>	<p><b>Purpose of the subject:</b></p> <p>The purpose of a course in Visual Identity Design is to develop students' ability to create and manage the visual elements of a brand effectively. It focuses on ensuring brand consistency by teaching how to design and apply visual elements like logos, colors, and typography uniformly across various platforms and media. This consistency helps strengthen brand recognition and build trust with the audience. Students will learn to use visual design to communicate a brand's values, personality, and messages clearly and engagingly. The course fosters creative problem-solving skills, encouraging students to address design challenges in innovative ways while aligning with</p>	

	the brand's identity and market position. Additionally, the course emphasizes strategic design thinking, helping students understand how visual design contributes to broader brand strategy and business goals, such as market differentiation and customer engagement. Through practical application and real-world projects, students gain hands-on experience in designing and implementing effective visual identity systems.		
<b>Results of teaching</b>	<p>In the process of general teaching of the subject, students:</p> <p><b>they should know:</b></p> <ul style="list-style-type: none"> <li>• learn about the history and types of visual design;</li> <li>• learn how to use fonts;</li> <li>• learn how to use colors;</li> <li>• learn how to use infographics and identity symbols;</li> </ul> <p><b>they should be able to:</b></p> <ul style="list-style-type: none"> <li>• ability to think like a designer</li> <li>• project development, research</li> </ul> <p>will be able to create a Company identity for a new Brand;</p>		
<b>Teaching methods</b>	Lecture		+
	Group discussion		+
	Practical tasks		+
	Analysis of a practical issue		+
<b>Marks</b>	<b>Components</b>	<b>History/last term</b>	<b>Percent (%)</b>
	<b>Attendance</b>		5
	<b>Assignment</b>		10
	<b>Midterm exam</b>		30
	<b>Activity</b>		15
	<b>Final exam</b>		40
	<b>Final</b>		100
<b>Rules (Teaching policy and behavior)</b>	<p><b>Presentation</b></p> <p>Students will present their individual projects at the end of the course. <b>It will be evaluated in the midterm (30 points) and final (35 points) exam. The project must be submitted by the student. The purpose of this assignment is to teach future designers the skills of presenting, doing a little research in a short period of time, and designing.</b></p> <p><b>The presentation must be submitted during the months of September and October before the midterm exam. No additional time is allowed to submit after the last week of classes.</b></p> <p><b>Note:</b> In accordance with the purpose of the subject, the projects must be prepared individually by the student in a graphic design program, without plagiarism.</p> <p><b>Homework assigned to the student will be checked each lesson and 1 point will be given for each completed task. At the end of the semester, this will be evaluated as a minimum of 0 and a maximum of 20 points.</b></p> <p><b>Exception:</b> If the student informed the dean of the faculty in advance that</p>		

he/she will not be able to participate in the handover phase of the work due to valid reasons (related to family situation and health), or if he/she has submitted any related document (application or reference), only in this case the student will be able to attend after the deadline. can hand over the work.

**Attendance:**

The maximum score for class attendance is 5 points. The number of points is based on: if the student attends all classes in the subject during the semester, he is given 5 points. If the total number of lessons missed during the semester for the subject exceeds the prescribed limit of 25% (illness, family situation, etc.), the student is not admitted to the exam session and a certain decision is made about him.

**Exams:**

The mid-term exam will be held on subjects taught in September and October (after the project is handed over), and the final exam will be held on subjects taught in November and December (after the project is handed over).

**The procedure for completing the subject.**

The student's knowledge is evaluated with a maximum of 100 points. An overall success rate of 60% and above is considered to complete the course. A student with a deficit can take this subject again in the next semester or the next year.

**Rules of conduct of the student.**

A student is not allowed to violate the University's internal disciplinary rules and use a mobile phone. It is forbidden to violate the educational process and ethical rules during the lesson. Unauthorized discussions between students are also prohibited during class.

**Chart**

<b>Week</b>	<b>History</b>	<b>Topics of the subject</b>	<b>Lessons/Tasks</b>
<b>1.</b>		Introduction to Visual Identity Design	Overview of visual identity and its role in branding.
<b>2.</b>		Principles of Branding	Understanding brand strategy, values, and positioning.
<b>3.</b>		Logo Design Fundamentals	Techniques for creating effective and memorable logos.
<b>4.</b>		Color Theory and Application	How to choose and apply colors to convey brand identity.
<b>5.</b>		Typography and Typefaces	The role of typography in visual identity and choosing appropriate fonts.
<b>6.</b>		Creating Brand Guidelines	Developing comprehensive guidelines for consistent brand application.
<b>7.</b>		Visual Identity in Digital Media	Designing for web and mobile platforms, including responsive design.
<b>8.</b>		Print Media and Collateral Design	Application of visual identity in business cards, brochures, and other printed materials.
<b>9.</b>		<b>Midterm exam</b>	

<b>10.</b>		Environmental and Experiential Design Brand Identity Systems	Integrating visual identity into physical spaces and events. Developing cohesive visual systems that adapt to various contexts and media.
<b>11.</b>		Case Studies in Visual Identity	Analysis of successful visual identities and branding strategies from existing companies.
<b>12.</b>		Cultural and Social Considerations	Designing visual identities with cultural sensitivity and inclusivity in mind.
<b>13.</b>		User Experience and Visual Identity	Ensuring that visual design enhances user experience and interaction.
<b>14.</b>		Ethics in Visual Design	Exploring the ethical responsibilities of designers in representing brands.
<b>15.</b>		Portfolio Development and Presentation	Building a professional portfolio and effectively presenting visual identity projects.
	<b>Final exam</b>		

**Təsdiq edir:** Dos. Abbasova Ş.A.

Memarlıq və dizayn departamentinin rəhbəri