

## NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	Bachelor of Design (Communication Design Prog.)
Course Code:	2DD303CC25
Course Title:	Design Project -II Visual Identity Design
Course Type:	Core
Year of introduction:	Academic Year 2025-26

L	T	Practical component				C
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### Course Learning Outcomes (CLOs)

At the end of the course, the students will be able to:

1. Analyse research findings to articulate opportunities and define a coherent visual identity brief (BL 4)
2. Apply principles of visual design to create logos, logotypes, symbols, and other visual identity elements that align with an entity's values and positioning. (BL 4)
3. Design a unified visual identity system incorporating logo, typography, colour, and supporting visual language across various applications. (BL 6)
4. Evaluate the consistency and effectiveness of visual identity applications in terms of usability, resonance, and audience perception. (BL 5)
5. Construct an identity manual that systematises visual standards and documents the design process with clarity and intent. (BL 6)

### Contents

**Teaching  
Hours  
(Total 90)**

#### Unit 1    Unit 1: Foundations of Visual Identity

**12**

- Introduction to the function and purpose of visual identity
- Components of a visual identity system: logo, logotype, colour, typography
- Understanding brand resonance and narrative consistency
- Case-based analysis of successful identity systems

#### Unit 2    Unit 2: Research and Brand Strategy

**18**

- Secondary research: Understanding the entity, environment and, user profiles
- Primary research: fieldwork, data gathering, interpretation
- Synthesising insights into opportunity areas
- Writing a creative brief



<b>Unit 3</b>	<b>Designing the Visual Identity</b>	<b>36</b>
	<ul style="list-style-type: none"> <li>• Logo and logotype design</li> <li>• Multilingual adaptations</li> <li>• Visual language development: Colour palettes, typography, icons, patterns, Illustrations, Image styles etc.</li> <li>• Design stationery, collaterals, and digital assets</li> </ul>	
<b>Unit 4</b>	<b>Identity System &amp; Documentation</b>	<b>24</b>
	<ul style="list-style-type: none"> <li>• Development of an identity system manual: grids, proportions, and standards</li> <li>• Establishing visual coherence across formats</li> <li>• Documentation of the design journey and rationale</li> </ul>	

### Self-Study:

Selected Research Papers on Design

### Suggested Viewing:

1. <https://www.dsource.in/case-study/indian-rupee-symbol/video>

### Case List:

1. <https://www.dsource.in/case-study/belligerent-being>
2. <https://www.dsource.in/case-study/indian-paradise-flycatcher>
3. <https://www.dsource.in/showcase/sudarshan-dheer>
4. <https://www.dsource.in/gallery/erstwhile-logos-calligraphy>
5. <https://www.dsource.in/gallery/typographic-logos-india>

### Suggested Readings/References:

1. Yacomuzzi, Paula. *Logo Construction: How to Design and Build a Logo*. Monsa Publications, 2007
2. Evamy, Michael. *Logotype*. Laurence King Publishing, 2012
3. De Soto, Drew. *Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God*. BIS Publishers, 2012
4. Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. 5th ed., Wiley, 2017
5. Airey, David. *Logo Design Love: A Guide to Creating Iconic Brand Identities*. 2nd ed., New Riders, 2014
6. Olins, Wally. *Wally Olins: The Brand Handbook*. Thames & Hudson, 2008
7. Neumeier, Marty. *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. New Riders, 2006

*Signature*