

**Designing with type I:
Visual identity programs, logotypes
and packaging design.**



LEGATO
R I S T O R A N T E



Type is an essential part of the visual identity of a corporate brand. The right font with the right typographic touch creates a powerful message to express the brand. But getting the type right and then implementing it is never easy. Worse, the choice of fonts may introduce licensing or technical issues that can impede the proper use of the brand.

Objectives:

Increase the idea of design process and self-methodology. Development of basic visual system applied to global concept. The course content encourages students to acquire a comprehensive means of expressing their ideas graphically searching to the best solutions

Corporate Design program focused on teaching students design concepts and the global idea of system, the use of typography, image manipulation and classic manual illustration techniques. Students complete a wide variety of projects throughout the program, including, posters, editorial design, and package design.

Professional development and Design Guides Book preparation are integrated into our program.

Course work takes the form of Design Projects, structured in stages, developing step by step, which require students to investigate, plan, and prepare supporting drawings and notes and then present these in a professional way; to a deadline.

Program:

Brand and naming. The brief. Marketing requirements. The process, conceptual sketches. Development the project and items to be resolved. The Company identifier. Basic visual system. The logotype. Grid construction. Colour system . Typographic system. Typographic style recommendations. Positioning of the identifier. Unacceptable forms of the Company identifier. Pattern and textures. Full range of applications and reproduction materials. Letterheads, stationery and specifications. Building graphics. Retail signage system out-indoor. Stand for fair and expositions. Promotion material, banners, T-shirt Standards Manuals guides.

Packaging design: Coursework considers brand marks and color schemes and explores the systematic application of visual graphics, Logotype, typography and illustrative elements to various types of products.

Project:

Systematic study of the creation and projection of identity corporate design focus on branding, logotypes and typography. **Alternative project:** Packaging design for a consumer product.

Evaluation:

At the end of the course, each lecturer will carry out a global evaluation. In each case, the mark may depend on whether a project is done or not, and always according to each lecturer's criteria.