

# COURSE DETAIL

## VISUAL IDENTITY SYSTEMS

**Country**

New Zealand

**Host Institution**

Massey University

**Program(s)**

Massey University

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Art Studio

**UCEAP Course Number**

54

**UCEAP Course Suffix****UCEAP Official Title**

VISUAL IDENTITY SYSTEMS

**UCEAP Transcript Title**

VISUAL IDENTITY SYS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

Develop a visual expression for an organization or event that can be adapted across a range of mediums. Acquire techniques, skills and processes of synthesis, reduction and abstraction. Topics: the relationship between creative work and audiences, clients, markets, users, consumers, participants; creative approach to accommodate risk and uncertainty; and manipulating materials, media, processes, technologies and environments with virtuosity.

## Language(s) of Instruction

English

## Host Institution Course Number

197.123

## Host Institution Course Title

VISUAL IDENTITY SYSTEMS

## Host Institution Campus

Wellington

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Art and Design Studies

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