

## ABSTRACT

During the making of this thesis entitled Diagnosis and Proposed UNEDI Corporate Image of the city of Ibarra, gathering information to write the theoretical framework was very useful to us to take the knowledge of the artist Moholy-Nagy, who tells us, the creativity and innovation is foremost in the applicator. Creativity, lateral thinking are key skills for the graphic designer's job performance, taking into account established frames of reference, but most of all, is a cultivated ability to find unexpected solutions to seemingly intractable problems. That's why this research will help determine the importance of corporate image UNEDI Ibarra City to meet the wishes of the reader in this área. Nuestra research includes the following chapters: Chapter I The Problem research, the definition of the same, the objectives of both the general and specific and detailed is the relevant justification for our research. Chapter II Theoretical Framework and discuss where we cite sources to support our research, diagnosis and proposed UNEDI corporate image of the city of Ibarra, as well as a glossary of terms. Chapter III Methodological Framework contains the type of research, methods, techniques and tools used. Chapter IV contains the schedule of activities and resources ending with the literature. With the technique of investigation as the survey results obtained to carry out the UNEDI Corporate Image, bibliographic research method was very useful to us provide information necessary for the preparation of this thesis, in conclusion we can say that clearly demonstrates the need for innovation UNEDI corporate image, to improve their positioning in the market, which suggested guidelines recommend that carried raja table for positioning required.