



## UNIVERSITI TEKNOLOGI MARA

### GDG625: DESIGN AND BRANDING STRATEGIES

<b>Course Name (English)</b>	DESIGN AND BRANDING STRATEGIES <b>APPROVED</b>
<b>Course Code</b>	GDG625
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will develop the conceptual and technical aspects of identity design and applications. The branding process such as strategy, concept, applications and implementation will be focused in this course. Additional areas of focus include the ethics of branding will be included in this course. This course also develops appropriate branding and packaging for a given product and communicates it effectively to the target audience.
<b>Transferable Skills</b>	1. Demonstrate the ability to dream, imagine and visualize. 2. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
<b>Teaching Methodologies</b>	Lectures, Studio, Field Trip, Tutorial, Discussion, Presentation
<b>CLO</b>	CLO1 Examine the branding working practice and the anatomy of the brand. CLO2 Construct the creative concept for a brand (product/service) from the theory to the practice of branding. CLO3 Demonstrate professional competency in designing brand strategies.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Overview of the history of branding and introduction to branding</b> 1.1) Explanations of the course and topics of lecture. 1.2) History and Definition of Branding 1.3) Basic introduction of branding and the current issues 1.4) Basic understanding of branding experience. 1.5) Identifying and criticizing dominant concepts, elements and principles in Corporate Identity.	
<b>2. Introduction to the branding process</b> 2.1) Introduction of the types of branding 2.2) o Brand Equity 2.3) o Brand Distinctive 2.4) o Brand Personal 2.5) Basic understanding of the strategy, concept, applications and implementation. 2.6) Relationship between branding and Corporate Identity. 2.7) Analyzing, synthesizing and evaluating the concepts form in corporate identity.	
<b>3. Formulating relevant branding concepts</b> 3.1) Define the creative process and willing to attempt new idea, experiment and face the possibility of failure. 3.2) Understanding the audience / target market 3.3) Branding and Marketing Strategy	
<b>4. Brand Constructs: Strategic Advantages and Designing Visual Language</b> 4.1) Defining a construct 4.2) Delivering the brand promise 4.3) Naming a Brand: Brand Name, Product's Name or Company's Name 4.4) Creating a brand: Brand Identity, Brand Distinctive and Brand Equity.	
<b>5. Brand Constructs: Strategic Advantages and Designing Visual Language</b> 5.1) The Ethics of Branding 5.2) Branded Environments and Signage 5.3) Branding on Packaging / Labeling	

<b>6. Assessment</b> 6.1) n/a
<b>7. Product Packaging, Graphics &amp; 3 Dimensional</b> 7.1) Functions of packaging and types of packaging-Primary/Secondary. 7.2) Design concept, elements of design, typography, colours, image photography/illustration and motives.
<b>8. Product Packaging, Graphics &amp; 3 Dimensional</b> 8.1) Distribution and storage considerations, constructing the structure and packaging template.
<b>9. Packaging Materials, Labels, Costing &amp; Legal Requirements/Project Brie</b> 9.1) Choices of materials. 9.2) Methods, applied label and direct labeling.
<b>10. Packaging Materials, Labels, Costing &amp; Legal Requirements/Project Brie</b> 10.1) Cost determination and the differences.
<b>11. Packaging Materials, Labels, Costing &amp; Legal Requirements/Project Brie</b> 11.1) Design for safety, nutritional facts, barcode, ingredients and product description.
<b>12. Designing Brand Identity Applications: Advertising and Promotional Des</b> 12.1) Advertising the Brand 12.2) Promotional Design
<b>13. Designing Brand Identity Applications: Advertising and Promotional Des</b> 13.1) Digital Advertising and Promotional Design 13.2) Marketing mix – posters, flyers and point of sales
<b>14. Assessment</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment: (Introduction to Branding) History and basic introduction of branding and current issue and identifying & criticizing dominate concepts, elements and principles in corporate identity.	30%	CLO1
	Final Project	Final Project: Re-branding a product or service or an organization consisting the market investigation, analysis and strategic recommendation and develop the brand identity, implementation, monitoring, evaluation, and review.	40%	CLO3
	Individual Project	Construct a brand identity system that consist of the design research, ideation, sketches, comprehensive, and final visual.	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Alina Wheeler 2012, <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>, 4th Edition Ed., WILEY US [ISBN: 978-111809920]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Connie Malamed 2011, <i>Visual Language for Designers</i>, Rockport Pub US [ISBN: 1592537413]</li> <li>Robin Landa 2005, <i>Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)</i>, 1 edition Ed., Cengage Learning US [ISBN: 978-140184887]</li> <li>Steven DuPuis, John Silva 2011, <i>Package Design Workbook</i>, Reissue Ed., Rockport Pub US [ISBN: 1592537081]</li> <li>Debbie Millman 2013, <i>Brand Thinking and Other Noble Pursuits</i>, First Ed., Allworth Press US [ISBN: 978-162153247]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	