Course Name (English)	BRANDING AND CORPORATE IDENTITY APPROVED
Course Code	GDT618

MQF Credit	3

Course Description	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 communicate it effectively to the target audience.

Transferable Skills	- Creative and Innovative - Independent and Critical Thinker

Teaching Methodologies	Lectures, Studio, Tutorial, Presentation

CLO	CLO1	To explain the basic branding processes.
	CLO2	Achieve professional result in producing concept for brand identity.
	CLO3	Implement the creative concept for final outcomes.
	CLO4	Attain competency in packaging design on surface design and transforming it into structural design or dimensional construction through the application of graphic design and material. (2D to 3D)
	CLO5	Mature as a professional graphic designer and able to communicate about brand identity.
	CLO6	Students are well equipped with sufficient knowledge in brand identity design.

Pre-Requisite Courses	No course recommendations

Topics
1. Overview of the history of branding and introduction to branding 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 dominate concepts, elements and principles in Corporate Identity.
2. Introduction to the branding process 2.1) Introduction of the types of branding: Brand Equity, Brand Distinctive and Brand Personal 2.2) Basic understanding of the strategy, applications and implementation. 2.3) Relationship between branding and Corporate Identity. 2.4) Analyzing, synthesizing and evaluating the concepts form in corporate identity.
3. Formulating relevant branding concepts 3.1) Define the creative process and willing to attempts new idea, experiment and face the possibility of failure. 3.2) Understanding the audience / target market 3.3) Branding and Marketing Strategy
4. Brand Constructs: Strategic Advantages and Designing Visual Language 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.

5. Brand Constructs: Strategic Advantages and Designing Visual Language
5.1) The Ethics of Branding
5.2) Branded Environments and Signage
5.3) Branding on Packaging / Labeling

6. Product Packaging, Graphics & 3 Dimensional
6.1) Functions of packaging and types of packaging-Primary/Secondary.
6.2) Design concept, elements of design, typography, colours, image photography/illustration and motives.
6.3) Distribution and storage considerations, constructing the structure and packaging template.

7. Assessment
7.1) Assignment 1 & 2 assessment

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8.2) Design concept, elements of design, typography, colours, image photography/illustration and motives.
8.3) Distribution and storage considerations, constructing the structure and packaging template.

9. Packaging Materials, Labels, Costing & Legal Requirements
9.1) Choices of materials.
9.2) Methods, applied label and direct labeling.
9.3) Cost determination and the differences.
9.4) Design for safety, nutritional facts, barcode, ingredients and product description.

10. Packaging Materials, Labels, Costing & Legal Requirements
10.1) Choices of materials.
10.2) Methods, applied label and direct labeling.
10.3) Cost determination and the differences.
10.4) Design for safety, nutritional facts, barcode, ingredients and product description.

11. Packaging Materials, Labels, Costing & Legal Requirements
11.1) Choices of materials.
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12. Designing Brand Identity Applications: Advertising and Promotional Des
12.1) Advertising the Brand
12.2) Promotional Design
12.3) Digital Advertising and Promotional Design
12.4) Marketing mix – posters, flyers and point of sales

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13.1) Advertising the Brand
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14. FINAL PROJECT
14.1) Individual Project
14.2) Explanation of the project and samples of work.
14.3) Explanation of the concept and rational of the project brief.
14.4) Explanation of the due date.

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO1 , CLO2
	Individual Project	n/a	20%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources	• **Wally Olins 2008, *The Brand Handbook*, Wally Olins, Thames & Hudson Ltd** • **Robin Landa 2006, *Designing Brand Experience*, Thomson Delmar Learning** • **Sonsino,S. 1990, *Packaging Design:Graphics, Materials, Technol*, Thames and Hudson, London** • **Pat Matson Knapp 2001, *Designing Corporate Identity* , Rockport Publishers** • **Cliff,S. 1999, *Trade Secrets of Great Design Packaging*, Quintet Publishing Limited, London** • **Alice Twemlow, Rotovision SA 2006, *What is Graphic Design For?***
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	