

# VIS391 Advanced Design Studio: Research and Design

**Level:** 3

**Credit Units:** 20 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## Synopsis:

The aim of this course is to introduce students to psychological/sociological concepts and analytical techniques of consumer behaviour in the context of contemporary lifestyles. Student will also be able to execute brand audits and develop their visual conceptualisation capabilities.

## Topics:

- Brand & Cultural Research Approach
- Brand, Ethnographic Interview & Textual Analysis
- Case Study
- Case Study & Textual Analysis
- Fashion, Sports, Lifestyle & Brand
- Brand Audit Project
- Country-ness & Brand Audit Project: Focus Group Discussion
- Country-ness & Brand Audit Project : Textual Analysis
- Country-ness, Identity and Meaning
- 360 Brand Audit Report
- Brand Audit
- Brand Discussion, Ethnographic Interview & Textual Analysis
- Social Cultural Narrative & Textual Analysis
- Fashion, Sports, Lifestyle, Brand & Textual Analysis
- Lifestyle Branding Advocacy
- Country-ness & Brand Audit Group Project
- Country-ness & Brand Audit Individual Project
- Brand Experience & Meaning

## Learning Outcome:

- Discuss the concept of a brand from a cultural approach
- Differentiate various brand analysis techniques
- Discuss the concept of a brand from a lifestyle approach
- Discuss the concepts and approaches of a brand audit
- Execute a brand audit from a cultural approach
- Execute a brand audit from a lifestyle approach

## Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	40
TUTOR-MARKED ASSIGNMENT	10
<b>Sub-Total</b>	<b>50</b>

Examinable Component	Weightage (%)
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Project	50
<b>Sub-Total</b>	<b>50</b>
<b>Weightage Total</b>	<b>100</b>