

VIS393 Advanced Design Studio: Branding

Level: 3

Credit Units: 40 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

The aim of this course is to help students to create, develop, and finally to manage a brand. At the same time, students are expected to analyse the role of design and to measure the effect of design in the business world. Students are also required to develop the understanding of a professional brief and its requirements and to produce a body of work that equates with professional studio and business practices.

Topics:

- What is Brand?
- No Brand
- Small Brand: Introduction
- Small Brand: Identification
- Small Brand: Messaging
- Small Brand: Space
- Medium Brand: Introduction
- Medium Brand & the Middle Class
- Large Brand: Introduction
- Large Brand: Archetypes
- Large Brand: Strategies
- Large Brand: Positioning & Dynamics
- Brand Ethics
- Individual Project

Learning Outcome:

- Differentiate among different types of brands
- Discuss the concept of 'No Brand'
- Discuss the concept and develop strategies to create, develop and manage small brand
- Discuss the concept and develop strategies to create, develop and manage medium brand
- Discuss the concept and develop strategies to create, develop and manage large brand
- Explain the ethical concerns of branding
- Create practical professional brief of a brand

Assessment Strategies:

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

Examinable Component	Weightage (%)
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Project	50
Sub-Total	50
Weightage Total	100