

COURSE CONTENT

Course Code	DV2003 (DV8001)
Course Title	Beyond the Logo: Introduction to Branding
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this introductory level course, you will be introduced to a theoretical overview of how branding is situated in our contemporary society and its roles through the lens of art, design and media. You will gain a broad understanding of the evolution of corporate brand communication and identity, brand consumption theories and patterns which led to the rise of various alternate brand movements. A basic anthropological analysis of brands as an economic force to becoming a cultural artefact will also be discussed. Through various analytical in-class exercises and hands-on assignments, you will gain theoretical and practical knowledge to develop a critical voice to make brand creation decisions.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and discuss brand strategies employed in the everyday contemporary society.
2. Propose creative strategies to position, conceptualize and implement a new brand offering.
3. Demonstrate a range of techniques in context of art, design and media to communicate proposed brand narratives.
4. Present, discuss and evaluate proposed brand strategies and techniques in a systematic manner
5. Constructively discuss, critique and contribute to the range of brand communication techniques employed by the peers.

Course Content

Branding and its roles in society

The course will provide a theoretical overview on the evolution of brand communication and identity from the second industrial revolution onwards up to current trends. Through the understanding of brand anthropology, you will be introduced to various forms of alternative brand movements. Emphasis is placed on the various roles that branding fulfills in our everyday society. Selected work will be discussed and analyzed.

Brand consumption theories and investigation

You will receive a basic introduction to various current brand theories and models enabling you to make brand creation decisions. You will also learn how to evaluate brand competition and identify brand opportunities in context of art, design and media.

Brand implementation and engagement

A range of basic creative techniques will be introduced for implementing brand strategies in order to engage different audiences.

Class assignments and presentations

Through various lectures, group work, individual assignments, you will learn how to plan and

conceptualize brand strategies and present an execution plan systematically.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Assignment 1 Comprehensive brand audit analysis in context of competitors: Brand organization research Each category is assessed as 5% Individual + 5% Team – brand visual components 10% – brand narratives communication 10% – consumer perception 10% – other observations and insights 10%	1,4,5	N.A	40	Team
Final Project: Assignment 2 Brand launch -- Development 20% -- Implementation 20%	1,2,3,4,5	N.A	40	Individual
Continuous Assessment: Participation	5	N.A	20	Individual
Total			100%	

Reading and References

1. **B-magazine series** (Available in the ADM library journal section)
<http://magazine-b.com/en/category/issues/>
2. Geyrhalter, Fabian. **How to launch a brand**. Brandtro Publishing. 2016
3. Heding.T, Knudtzen.C.F, Bjerre.M. **Brand Management: Research, theory and practice**. 2009
4. Johnson, Michael. **Branding in five and a half steps**. Thames & Hudson. 2016.
5. Klein, Naomi. **No logo**. Random House Canada. 2002
6. Mollerup, Per. **Marks of excellence: the history and taxonomy of trademarks**. Phaidon publishing. 2013.
7. Moor, Liz. **The rise of brands**. Berg Publisher. 2007

8. Olins, Wally. *Brand New: The shape of brands to come*. Thames & Hudson. 2014.

9. Roll, Marin. *Asian brand strategy* 2nd end. Palgrave Macmillan. 2015

10. Slade-Brooking, Catharine. *Creating a brand identity*. Laurence King. 2016

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	ILO	Readings/ Activities
1	<p><u>Branding and its role in society</u> A theoretical overview of the evolution of brand communication and brand identity and the roles that brands play in our everyday lives</p>	1,5	<p>Introductory lecture</p> <p>In-class discussion: Everybody's favourite brands and the stories it reflects</p> <p>Reading:</p> <p><i>Brand New: The shape of brands to come (Olins, 2014)</i></p> <p><i>The rise of brands (Moor, 2007)</i></p> <p><i>Brand management: Research, Theory and Practice (Heding, T et al, 2009)</i></p>
2-3	<p><u>Introduction to comprehensive brand analysis</u> Various brand theories, models and techniques will be introduced in order to deconstruct a brand for analysis purposes</p>	1,3,5	<p>Lecture: Comprehensive brand analysis</p> <p>In-class practice: Deconstruction of brand assets</p> <p>Readings:</p> <p>Any publication in the B-magazine series http://magazine-b.com/en/category/issues/</p> <p><i>Creating a brand identity (Slade-Brooking, 2016)</i></p> <p>Assign group assignment 1: Select a brand to analyze its brand and communication strategy</p>
4	<p><u>Alternate brand movements</u> An introduction to the emergence of alternate brand movements alongside mainstream brand consumption theories</p>	1,5	<p>Lecture: Rise of the anti-branding movements and other alternate brand movements</p> <p>Readings: No logo (Klein, 2002)</p>
5-6	<p><u>Assignment 1 workshop</u> In-class discussion on assignment 1 progress</p>	1,4,5	<p>Group consultation: Discussion of assignment 1 – issues and challenges in deconstructing a brand</p>
7	<p><u>Brand analysis presentation</u> Group presentation</p>	1,4,5	<p>Large group presentation and critique</p>

	Submission of Assignment 1		
8-9	<u>Implementing a brand</u> Moodboard creation techniques Brand positioning and mapping Design assets creation	2,3,4,5	Lecture: Brand creation methodology <i>Creating a brand identity</i> <i>(Slade-Brooking, 2016)</i> How to launch a brand <i>(Geyrhalter, 2016)</i>
10	<u>Mid-review presentation</u> Individual presentation of a personal brand creation strategy	2,3,4,5	Individual presentation + large group critique discussion
11-12	<u>Studio practice for assignment 2</u> Small group and individual consultations on progress development	2,3,4,5	Individual consultations for assignment 2
13	<u>Final presentation of assignment 2</u> Individual presentation of a personal brand creation strategy Submission of Assignment 2	1,2,3,4,5	Individual presentation + large group critique discussion