

## COURSE CONTENT

<b>Course Code</b>	DV3005
<b>Course Title</b>	Creative Brand Design
<b>Pre-requisites</b>	DV2004 and DV3010 (mutually exclusive with DV3000)
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

In this advanced level course you will develop a practiced-based proficiency for creating brand strategies and visualizing them into brand assets within the context of visual communication. Emphasis is placed on the application of semiotics and semantics of brand communication, visualization of branding strategies into visual assets and brand experiences across multiple platforms. Through lectures, brand-audit exercises, in-class interactions and critiques, you will develop skills and knowledge that are essential for delivering a systematic approach towards brand creation.

### **Intended Learning Outcomes (ILO)**

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

1. Describe brand narrative techniques and strategies used in contemporary brand communication
2. Critically assess the relationship between brand message and target audience
3. Demonstrate a wide range of skills in creating symbol design and the development of brand visual language
4. Present, discuss and evaluate principles of visual branding as a systematic brand guideline
5. Contribute to and critique discussions of brand creation strategies and techniques employed by peers

### **Course content (List of key topics taught)**

#### **What is a brand? Introduction to visual branding**

The course begins with a brief historical overview on the evolution of visual branding from the second industrial revolution onwards. You will be introduced to various contemporary brand strategies via the analysis of visual components such choice of imagery, typography, tone of voice, colour palette and the brand mark design.

#### **Brand auditing**

Through investigative group work, you will learn the importance of a brand audit in order to identify brand narrative gaps and existing brand strategies in the contemporary commercial marketplace. Brand audit exercises will also pave a hands-on understanding of learning to identify and evaluate marketplace competition.

#### **Creating visual brand narratives**

You will receive hands-on practice of brainstorming and creating brand propositions in writing and then translating them into visual mood boards for brand storytelling purposes. Symbol design will also be elaborated. You will gain an understanding of the semiotics and semantics of brand visuals in context of brand communication.

#### **Creating visual brand assets and applications**

Your will learn to translate brand narratives into a set of visual brand assets and demonstrate application and flexibility across multiple brand touch-points.

**Brand guidelines systems**

You will learn to consolidate and organize your brand visual brand assets into a systematic visual brand guideline that demonstrates a logical and structural brand building kit for various brand communication usage.

**Assessment (includes both continuous and summative assessment)**

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
<b>Continuous assessment 1 :</b> Brand audit	1,2,4,5	--	20%	Group
<b>Continuous assessment 2:</b> Brand narrative creation and design	2, 3, 4, 5	--	20%	Individual
<b>Final project:</b>	1,2,3,4,5	--	40%	Individual
<b>Continuous assessment participation</b>	5	--	20%	Individual
Total			100%	

**Reading and References**

Airey, David. *Logo design love: A guide to creating iconic brand identities*. Peachpit publishing. 2015, 2010

Mollerup, Per. *Marks of excellence: the history and taxonomy of trademarks*. Phaidon publishing. 2013,

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

Olins, Wally. *Wally Olins: the brand handbook*. Thames & Hudson. 2008

Wheeler, Alina. *Designing Brand Identity: An essential guide for the whole branding team*. John Wiley & Sons publishing. . 2017, 2012,

Wheeler, Alina. *Designing brand identity: a complete guide o creating, building and maintaining strong brands*. John Wiley publishing. 2009,

**Logo Design Love weblinks by David Airey**

<https://www.logodesignlove.com/>

<https://www.logodesignlove.com/negative-space-logo-design>

**B-magazine series** (Available in the ADM library journal section)

<http://magazine-b.com/en/category/issues/>

#### **Other interesting branding links**

<http://www.thedieline.com>

<http://www.underconsideration.com/brandnew>

<http://bpando.org/>

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### **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 in to 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.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

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### **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 you at the start of the semester.

Week	Topic	ILO	Readings/ Activities
1-2	<p><b><u>Introduction to branding: past and present</u></b> An overview of the history of branding and analysis of contemporary brand creation techniques</p>	1,2	<p><b>Lectures, in-class exercises. Assigned group brand audit assignment</b></p> <p><b>Reading:</b></p> <p>Any publication in the B-magazine series  <a href="http://magazine-b.com/en/category/issues/">http://magazine-b.com/en/category/issues/</a></p> <p><i>Brand New: The shape of brands to come (Olins, 2014)</i></p>
3-4	<p><b><u>Brand creation part 1</u></b> Introduction to <b>brand proposition writing and mood board creations</b> for storytelling purposes. Analyze components of a brand identity system. Introduce concepts of brand mark design.</p>	1,2,4	<p><b>Lectures, in-class exercises, assigned individual brand creation assignment</b></p> <p><b>Reading:</b>  <i>Designing Brand Identity: An essential guide for the whole branding team.(2017, 2012)</i></p> <p><i>Marks of excellence: the history and taxonomy of trademarks. (Mollerup, 2013)</i></p> <p><i>Wally Olins: the brand handbook (Olins, 2008)</i></p>
5	<p><b><u>Brand audit group presentation</u></b> Understand brand narratives, relationships of brand message and audience via the evaluation and reflection of contemporary brands</p>	1,2,4,5	<p><b>Large group presentation and critique</b></p>
6 - 7	<p><b><u>Brand creation part 2</u></b> Revisiting brand proposition write-up and mood board creation. Introduce concepts of brand mark design and visual language creation.</p>	1,2,3,5	<p><b>Small group critique sessions and project consultation on progress development</b></p> <p><b>Readings:</b>            Logo design love (Airey, 2015)</p>
8	<p><b><u>Mid-review presentation</u></b> Individual presentation of brand creation project.</p>	1,2,3,5	<p><b>Large group discussion and critique</b></p>

	Applying brand creations techniques.		
9	<b><u>Understanding brand guidelines</u></b> Exploring brand guidelines structure	4	<b>Lectures and group discussions</b> <i>Designing brand identity: a complete guide o creating, building and maintaining strong brands (Wheeler, 2009)</i>
10-12	<b><u>Studio practice</u></b> Small group and individual consultations on progress development	1,2,3,4	<b>Consultations</b>
13	<b><u>Final presentation</u></b> Individual presentation of final brand guidelines. Application of brand creation techniques and demonstration of brand guidelines systems.	1,2,3,4,5	<b>Large group discussion and critique</b>