

DEREE COLLEGE SYLLABUS FOR: GD 4747 BRANDING ECOSYSTEMS							
(Fall 2021)	UK LEVEL 6 UK CREDITS: 15 US CREDITS: 3/1/3						
PREREQUISITES:	CS 1070 Introduction to Information Systems ITC/GD 2110 Digital Tools for Graphic Design and Production GD 2203 Graphic Design I GD 3412 Graphic Design II GD 3313 Typography I GD 4622 Typography II GD 2002 Research-Concept-Design						
CATALOG DESCRIPTION:	The methodology behind the creation of a successful brand and its application to all aspects of the visual identity, including packaging.						
RATIONALE:	This course aims to show students how to use their conceptual thinking and design skills for the creation of identity and branding solutions that best communicate the essence and philosophy of a company, an organization or a product. How people perceive and experience brands will be examined. During this course the different stages of the brand creation will be analyzed: research, strategy, design, implementation. The course has an integrated approach to branding in all its applications and physical packaging.						
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Outline how people understand and experience brands. 2. Develop brand concepts and visual identities based on research, and strategic thinking. 3. Design varied expressions of a brand's identity 4. Experiment with packaging as part of a brand strategy, with respect to 2D and 3D design principles.						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➤ Classes consist of lectures, demonstrations, and problem solving sessions, applied projects, class critiques and discussions. ➤ Visits to companies and/or production sites. ➤ Attendance of lectures/workshops by professionals offered on campus and/or in companies. ➤ Studios: students are encouraged to use studio facilities for the completion of their works. ➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. ➤ Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources.						
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>First assessment: Submission of project</td> <td>40%</td> </tr> <tr> <td>Final assessment: Submission of project</td> <td>60%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>In-class presentation of multiple short projects</td> <td>0</td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2.</p>	First assessment: Submission of project	40%	Final assessment: Submission of project	60%	In-class presentation of multiple short projects	0
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Final assessment: Submission of project	60%						
In-class presentation of multiple short projects	0						

	<p>The final assessment tests Learning Outcomes 3, 4.</p> <p>Students are required to resit failed assessments in this module.</p>
INDICATIVE READING:	<p>REQUIRED READING: Wheeler, Alina. <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team (4-5th Edition)</i>, John Wiley and Sons, 2012</p> <p>RECOMMENDED READING: Olins, Wally. <i>Wally Olins: The Brand Book</i>. Thames and Hudson, 2008. Davis, Melissa. <i>More Than a Name: An Introduction to Branding</i>. AVA Publishing, 2006. Evamy, Michael. <i>Logotype</i>. Laurence King, 2012. Holt, Douglas B. <i>How Brands Become Icons: The Principles of Cultural Branding</i>. Harvard Business School Press, 2004. Mollerup, Per. <i>Marks of Excellence: The History and Taxonomy of Trademarks</i>. Phaidon, 2013. Olins, Wally. <i>Brand New: The Shape of Brands to Come</i>. Thames and Hudson, 2014. Schroeder, Jonathan, and Miriam Salzer Morling. <i>Brand Culture</i>. Routledge, 2005.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: Different materials depending on the needs of each project. Computer with design software</p> <p>RECOMMENDED MATERIAL: 3D software applications to support packaging visualisation (Adobe Dimension, Blender, Cinema4D)</p>
COMMUNICATION REQUIREMENTS:	Ability to use appropriate terminology when discussing branding and design.
SOFTWARE REQUIREMENTS:	Adobe InDesign, Adobe Illustrator, Adobe Photoshop.
WWW RESOURCES:	<p>www.underconsideration.com/brandnew www.brandchannel.com www.thedieline.com www.lovelypackage.com</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Definitions of branding 2. Tools for branding strategy 3. Brand Architecture 4. Case studies in branding 5. Naming and Logo design 6. Brand identity as an ecosystem 7. Brands and social media 8. Internal and external audiences 9. A brand as an experience 10. Ethics in branding 11. Graphic Design in three dimensions 12. Case studies – packaging 13. Materials and technologies in packaging 14. Integrated approach to branding and packaging