

UK LEVEL: 6
UK CREDITS: 15(Previously: GD 4747 Branding Ecosystems)
(Updated: Fall 2026)**PREREQUISITES:**

GD 2001 Visual Literacy
GD 2020 Digital Tools and Creative Workflows
GD 2127 Design Thinking Fundamentals
GD 2426 Typography Fundamentals
GD 2428 Elements and Principles of Graphic Design
GD 3235 Design Thinking and Design Research
GD 3538 Flexible Identity Systems
GD 3636 Advanced Typography

CATALOG DESCRIPTION:

Exploration of branding ecosystems as integrated systems of research, strategy, and design. Focus on visual identity systems across diverse touchpoints and audiences. Emphasis on research, analysis, and strategic planning as foundations for brand creation. Attention to packaging design as a key brand touchpoint and final design outcome. Consideration of sustainability and ethical dimensions in contemporary branding practice.

RATIONALE:

Students gain experience in strategic brand development through research, analysis, and design practice. They learn to investigate brand contexts through audience analysis, market research, and brand audits to identify opportunities and define brand direction. Strategic insights are translated into coherent visual systems expressed through naming, identity, packaging, and digital applications. Through studio-based exploration, students develop skills in concept development, visual synthesis, and the design of meaningful brand touchpoints. The course strengthens their ability to connect research, strategy, and visual communication, enabling them to create flexible, human-centered brand ecosystems that respond to evolving social, cultural, and communication environments.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:
1. Conduct brand research and analysis through qualitative and quantitative frameworks for markets, audiences, and cultural context.

	2. Develop strategic brands for products or services positioning, values, and differentiation. 3. Design cohesive brand systems that translate strategy into visual identity and packaging applications. 4. Critically assess audience perception, ethical considerations, and sustainable design practices for brand ecosystems.						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams. • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments. • Use of dedicated Mac Lab. • Studio visits. • Studio-based workshops focusing on both conceptual and technical aspects of motion typography. • Required recording of the design process; analogue (sketchbook) or digital platform (online journal), according to level, instructor guidelines and student preference. • The use of AI tools in this course follows the College and Program AI policies. • LinkedIn Learning resources for software and digital production skills.						
ASSESSMENT:	Summative: <table border="1"> <tr> <td>1st assessment: Individual Project: Packaging Project</td><td>40%</td></tr> <tr> <td>Final assessment: Click or tap here to enter text.Individual Project: Brand Building with Packaging Applications Project</td><td>60%</td></tr> </table> Formative: <table border="1"> <tr> <td>Formative exercises</td><td>0%</td></tr> </table> The formatives exercises aim to prepare students for the summative assessments. The 1st assessment tests Learning Outcomes 1, 2, 3. The final assessment tests Learning Outcomes 1, 2, 3, 4.	1 st assessment: Individual Project: Packaging Project	40%	Final assessment: Click or tap here to enter text. Individual Project: Brand Building with Packaging Applications Project	60%	Formative exercises	0%
1 st assessment: Individual Project: Packaging Project	40%						
Final assessment: Click or tap here to enter text. Individual Project: Brand Building with Packaging Applications Project	60%						
Formative exercises	0%						

	Students are required to resit failed assessments in this module.
INDICATIVE READING:	REQUIRED READING: Olins, W. (2014). <i>Brand new: The shape of brands to come</i>. Thames & Hudson. RECOMMENDED READING: Fisher, T., & Shipton, J. (2009). <i>Designing for re-use: The life of consumer packaging</i>. Taylor & Francis. [Perlego] Holt, D. B. (2016). <i>How brands become icons: The principles of cultural branding</i>. Harvard Business Press. Kerrigan, F. (2025). <i>Effective brand building: Unlock growth with strategy, insights, and measurement</i>. Kogan Page. [Perlego] Velasco, C., & Spence, C. (2018). <i>Multisensory packaging: Designing new product experiences</i>. Palgrave Macmillan. [Perlego] Wheeler, A. (2024). <i>Designing brand identity: A comprehensive guide to the world of brands and branding</i> (6th ed.). Wiley. [Perlego] Other sources, including journal and newspapers' articles, research papers etc. recommended by the instructor throughout the semester.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: RECOMMENDED MATERIAL: Cutting board, cutter
COMMUNICATION REQUIREMENTS:	• High standards of oral and written English are expected in all assignments. • Students should clearly present and discuss their work using appropriate design terminology, both orally and in writing, in English. • Students are expected to demonstrate the ability to articulate conceptual intent, design decisions, and process rationale through critiques, presentations, and reflective statements. Professional communication and the use of critical vocabulary are integral components of the design learning process.
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS Adobe Suite and 3D modelling software application to support packaging visualisation (e.g., Blender, Adobe Dimension)
WWW RESOURCES:	www.underconsideration.com/brandnew www.brandchannel.com www.thedieline.com www.lovelypackage.com

INDICATIVE CONTENT:	1. Brand Research and Strategic Frameworks 2. Audience Understanding 3. Brand Architecture and Portfolio Systems 4. Naming and Visual Identity Development 5. Translating Research into Strategy and Design Systems 6. Brand Ecosystems and Storytelling 7. Brand Experience and Behavior 8. Ethics and Sustainability in Branding 9. Packaging and Material Expression 10. Evaluation and Professional Delivery
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