

COURSE CONTENT

Course Code	DV3005
Course Title	Creative Brand Design
Pre-requisites	DV2004 and DV3010 (mutually exclusive with DV3000)
No of AUs	3
Contact Hours	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

You 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.