



FORMAT FOR COURSE CURRICULUM

Course Title: Brand Design

Course Code:

Credit Units: 2

Level: UG

L	T	P/ S	SW/F W	No. of PSDA	TOTAL CREDIT UNITS
0	1	0	2	3	2

Course Objectives:

The aim of the Brand Design Course is to provide students with the knowledge about the entire branding process, starting from the core idea to the end product. This course will acquaint the students with various aspects of creating a brand of their own, with an understanding of brand vision, brand strategy, and worth. The students will learn the entire brand development process, identifying their audience, choosing a brand name and creating their own brand identity. This course will also provide the students with the knowledge of creating brand visuals, and the entire logo design process. The application of the gained knowledge and skills will help future designers/ entrepreneurs in creating their own brand identity efficiently.

Pre-requisites: NA

Course Learning Outcomes:

Students will be able to

- Understand the significance of a brand design
- Analyse brands and Apply brand strategy,
- Create brand identity,

Course Contents/Syllabus:

	Weight age (%)
Module I: Introduction to Brand and Branding • Brand and Branding • Building a successful Brand: Goals and Steps • Brand Experience Process • Brand Strategy • Brand Vision and Mission • Brand Worth • Storytelling • Brand Personality • Understanding Consumer needs • Brand Archetypes •	30%
Module II: Brand Design Process • Introduction to Brand Development Process • Research • Brand Positioning • Target Audience • Connecting with Audience • Constructing Brand Philosophy and Architecture • Brand Naming • Types of Brand names • Characteristics of a good brand name • Brand Identity Design • Forms of Identity design • Brand Management • Expanding the Brand•	40%

Module III: Brand Visuals	30%
• Finding Style Direction • Logos, Slogans, Taglines • Crafting a Brand Voice • Creating Stylescape and Mood boards • Word Association and Mapping • Sketching • Typography • Concept Selection and Refinement • Logo design • Color Psychology • Brand Photography • Client Presentation • Social Media Branding • Case Studies •	

List of Professional Skill Development Activities (PSDA):

1. Study the importance of brand designing
2. Study the strategy of well-known brand
3. Develop a process to make a brand with identity

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio/SW (%)	Total (%)
0	100	100

Lab/ Practical/ Studio/SW Assessment:

Internal Components (Drop down)	Presentation (P)	Home Assignment (HA)	Project (P)	Poster Presentation (PP)	Viva Voce (V)	Attendance (A)
Linkage of PSDA with Internal Assessment Component, if any	PSDA 3	PSDA 1	PSDA1, PSDA2, PSDA 3	PSDA 3	PSDA 3	
Weightage (%)	10	10	40	20	15	5

Mapping Continuous Evaluation with CLOs

Course Level Outcomes	CLO1	CLO2	CLO3
Assessment type			
Assessment Component 1	✓	✓	✓
Assessment Component 2	✓		
Assessment Component 3	✓	✓	✓
Assessment Component 4		✓	✓

Assessment Component 5		✓	✓
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Text & References:

1. "How to Launch a Brand", Fabian Geyrhalter: Brandtro, 2016
2. "The Brand Gap", Marty Neumeier : Pearson Education, 2005
3. "The Big Book of Marketing", Anthony G. Bennett : McGraw-Hill Education, 2010