	ORIGINAL COURSE IMPLEMENTATION DATE:	January 2000
	REVISED COURSE IMPLEMENTATION DATE:	September 2022
	COURSE TO BE REVIEWED (six years after UEC approval)**:**	February 2028

Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 374	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Brand Identity I: Design
Course Short Title:

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic Design

Calendar Description:

Introduces the specialized field of brand identity in the context of communication design practice. Students create a comprehensive brand identity system that involves design research and strategy, visual language, narrative, collateral, and presentation materials.

Prerequisites (or NONE):	GD 157 and GD 260.
Corequisites (if applicable, or NONE):	NONE
Pre/corequisites (if applicable, or NONE):	NONE

Antirequisite Courses (Cannot be taken for additional credit.)	**Course Details**
Former course code/number: **GD 164**	Special Topics course: **No**
Cross-listed with: n/a	*(If yes, the course will be offered under different letter designations representing different topics.)*
Equivalent course(s): n/a	Directed Study course: **No**
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)	*(See policy 207 for more information.)*
	Grading System: **Letter grades**
	Delivery Mode: **May be offered in multiple delivery modes**
	Expected frequency: **Annually**
	Maximum enrolment (for information only)**: 24**

Typical Structure of Instructional Hours

Lecture/seminar	20
Tutorials/workshops	10
Supervised laboratory hours (design lab)	10
Experiential (work integrated learning)	20
Total hours	**60**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **Yes**
 (If yes, fill in transfer credit form.)

Department approval		**Date of meeting:**	December 2021
Faculty Council approval		**Date of meeting:**	January 14, 2022
Undergraduate Education Committee (UEC) approval		**Date of meeting:**	February 25, 2022

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify brand identity requirements.
2. Define branding and identity within the context of professional design practice.
3. Use industry terms and tools for the design of a brand identity.
4. Implement a process and methodology for the design of a brand narrative and visual language.
5. Determine appropriate collateral in a visual identity project.
6. Create an agile visual identity design system.
7. Prepare a presentation for a comprehensive visual identity design system.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%		%		%
	%		%		%

Details: One or more projects will include work integrated learning (WIL). Project briefs may focus on pro bono, community and/or philanthropic causes, municipal initiatives, business and/or industry contexts. The project briefs vary with each delivery and will address current contexts, ethics and best practices.

15% Project 1: Brand Identity Design Strategy
20% Project 2: Visual Language and Brand Narrative
30% Project 3: Touchpoints
35% Project 4: Brand Identity Design System Presentation

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	Wheeler, Alina.	Designing Brand Identity: An essential guide for the whole branding team, Wiley	2017
2.	Online resource	Vit, Armin	https://www.underconsideration.com/brandnew/	
3.	Textbook	Johnson, Michael	Branding in 5 ½ steps, Thames and Hudson	2016

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Adobe Creative Cloud

Course Content and Topics

- Introduction to brand identity design and professional design practice.
- Brand identity design strategy, research and creative brief.
- Brand identity design process. Brand ideals. Brand basics.
- Working with a creative team.
- Conducting design research.
- Brand Identity Design: The role of visual language and the brand narrative.
- Developing an agile system. Working with form, typography, colour and composition.
- Brand touchpoints.
- In-class Exercise: Determining appropriate collateral.
- Concept development, ideation, research and development.
- Integrating the brand narrative.
- Developing the visual language assets and creating a design system.
- Client presentations.
- Launching a brand identity design system.