



COURSE IMPLEMENTATION DATE: January 2000
 COURSE REVISED IMPLEMENTATION DATE: September 2012
 COURSE TO BE REVIEWED: March 2018
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

GD 374	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Brand Identity		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course introduces students to the field of brand identity and covers the entire process of brand development. Students develop a comprehensive re-branding project that involves research, strategy, logo design and presentation, and the design of collateral to support the brand.

Note: Students with credit for GD 164 cannot take this course for further credit

PREREQUISITES: GD 154, GD 156, and either GD 203 or GD 204. GD 317 is strongly recommended.
 Note: As of September 2013, prerequisites will change to: GD 317.

COREQUISITES:
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: GD 164
- (b) Cross-listed with: _____
- (c) Cannot take: GD 164 for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	<u>30</u>	Hrs
Seminar:	<u>10</u>	Hrs
Laboratory:	<u>20</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	_____	Hrs
Other (specify):	_____	Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 24
 Expected frequency of course offerings: _____
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
 WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
 TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): <u>J. Nolte</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation (Pre-UEC)	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

LEARNING OUTCOMES:

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

- Identify different types of branding.
- Define branding and brand identity.
- Use industry terms and tools for the development of brand identity.
- Implement a process and methodology for the design of brand identity.
- Determine appropriate marketing materials to support a brand.
- Identify the role of brand identity in relation to product design and packaging.
- Create a comprehensive brand identity.
- Prepare presentations and materials for a comprehensive brand identity project.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures
Demonstrations
In-class project development
Critiques and peer review

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s) Portfolio assessment Interview(s)
- Other (specify):
- PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

Wheeler, Alina. *Designing Brand Identity: An essential guide for the whole branding team*, 3rd Ed. Wiley & Sons, Inc. 2009.

Lupton, Ellen ed. *Graphic design thinking: Beyond brainstorming*. Princeton Architectural Press, 2011.

SUPPLIES / MATERIALS:

Adobe CS current edition
Portable Media Storage
Macintosh computer

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

- 15% Project 1: Brand strategy
- 20% Project 2: Visual identity
- 30% Project 3: Touchpoints
- 20% Project 4: Brand book
- 15% Project 5: Brand standards and guidelines

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

An introduction to brand identity

Types of branding:

- New company and new product
- Name change
- Revitalizing a brand – repositioning a company
- Revitalizing a brand identity – visual and experiential accessibility
- Developing an integrated system – essence, consistency, style, visual cohesiveness
- Digital branding
- Personal branding
- Cause branding
- Event branding

Course content continued:

Brand basics: Strategy, positioning, customer experience, architecture, messaging, and cultural insight.

Brand identity terms and tools.

The process for designing brand identity:

1. Research

- Market research
- Stakeholders
- Customer experience
- Brand matrix
- Competitive analysis
- Ethnography

2. Strategy

- The brand blueprint as a tool.
- Creating a moodboard to reflect the brand blueprint.
- Presenting brand identity strategy.

3. Visual Identity

- The logo
- Application

4. Touchpoints

- Trademark process
- Stationery
- Website
- Product design, packaging, advertising, collateral, environments, signage, vehicles etc.

5. Assets

- Brand book
- Brand standards and guidelines
- Launching a brand and building brand champions

Introduction to packaging

Preparing presentations and materials for a comprehensive brand identity project