

## 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

Course Short Title (if title exceeds 30 characters):

Faculty: Faculty of Humanities

Department (or program if no department): Graphic Design

### Calendar Description:

This course introduces students to the specialized field of visual brand identity in the context of professional design practice. Students create a comprehensive brand identity design project that involves design research and strategy, logo design, collateral, presentation materials, and graphic standards.

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

Prerequisites (or NONE): GD 317, or (GD 157 and GD 260 [formerly GD 161]). Note: As of January 2016, prerequisites will change to the following: GD 157 and GD 260 (formerly GD 161).

Corequisites (if applicable, or NONE):

Pre/corequisites (if applicable, or NONE):

### Equivalent Courses (cannot be taken for additional credit)

Former course code/number: GD 164

Cross-listed with:

Equivalent course(s):

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

### Transfer Credit

Transfer credit already exists:  Yes  No

Transfer credit requested (OReg to submit to BCCAT):

Yes  No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation:  Yes  No

To find out how this course transfers, see [bctransferguide.ca](http://bctransferguide.ca).

### Total Hours: 60

#### Typical structure of instructional hours:

Lecture hours	30
Seminars/tutorials/workshops	10
Laboratory hours	20
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
<b>Total</b>	<b>60</b>

### Special Topics

Will the course be offered with different topics?

Yes  No

If yes, different lettered courses may be taken for credit:

No  Yes, repeat(s)  Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 24

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

Department / Program Head or Director: Karin Jager

Date approved: July 18, 2014

Campus-Wide Consultation (CWC)

Date of posting: August 29, 2014

Faculty Council approval

Date approved: October 10, 2014

Dean/Associate VP: Jacqueline Nolte

Date approved: October 10, 2014

Undergraduate Education Committee (UEC) approval

Date of meeting: November 21, 2014

**Learning Outcomes**

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

- Identify visual brand identity requirements.
- Define branding and brand identity in the context of professional design practice.
- Use industry terms and tools for the design of brand identity.
- Implement a process and methodology for the design of brand identity.
- Determine appropriate collateral in a visual brand identity project.
- Identify the role of brand identity in relation to product design and packaging.
- Create a comprehensive visual brand identity design project.
- Prepare a presentation for a comprehensive visual brand identity design project.

**Prior Learning Assessment and Recognition (PLAR)**

Yes     No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, demonstrations, in-class project development, critiques and peer review.

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

**Typical Text(s) and Resource Materials (if more space is required, download supplemental Texts and Resource Materials form)**

	Author Surname, Initials	Title (article, book, journal, etc.)	Current Ed.	Publisher	Year
1.	Wheeler, Alina.	<i>Designing Brand Identity: An essential guide for the whole branding team</i>	<input checked="" type="checkbox"/>	Wiley & Sons, Inc.	2012
2.	Santorio, Scott. W.	<i>Guide to Graphic Design.</i>	<input checked="" type="checkbox"/>	Pearson	2014
3.	How Magazine	Special Collection: How's Guide to Branding	<input type="checkbox"/>	F+W Media	2014
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

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

Adobe CC  
Portable Media Storage  
Macintosh computer

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

**Details of Assignments**

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

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**Typical Course Content and Topics**

Week 1: Introduction to brand identity design and professional design practice.  
Project 1 assigned: Research and creative brief. Due week 4. Groups and client assigned.

Week 2: Brand identity design process. Brand ideals.  
Brand basics and conducting research.  
Project 2 assigned: Logo and Brand Identity Design. Due: Week 6.

Week 3: The big idea.  
Brand Identity Design: The logo and its application. Project 1 review: Research and creative brief.

- Week 4: Brand touchpoints.  
In-class Exercise: Determining appropriate collateral. Project 1 due: Research and creative brief. Presentation and critique.  
Project 3 assigned: Touchpoints. Due: Week 8.
- Week 5: Packaging requirements.  
Creating Dielines.  
Project 2 due: Logo and Brand Identity Design. Group feedback.
- Week 6: Project 2 final presentation and critique: Logo and Brand Identity Design.  
Project 3 review: Touchpoints. Sketches and rough comprehensive due.
- Week 7: Creating mock-ups.  
Project 3 review progress: Touchpoints.
- Week 8: Assets  
Brand book  
Visual identity standards and guidelines  
Launching visual identity  
Project 4 assigned: Brand Book. Due week 13. Project 3 due: Touchpoints. Group feedback.
- Week 9: Project 3 final presentation and critique: Touchpoints.
- Week 10: Case Study. Presenting your work.  
In-class exercise: Ways to present your work.
- Week 11: Case Study.
- Week 12: Case Study.  
Project 4 review: Brand Book. Group feedback.
- Week 13: Final class.  
Project 4 final presentation and critique: Brand Book.