

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 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.

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:	
Total	60

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.