

GVC310 - DESIGN FOR BRANDING

Course Title	DESIGN FOR BRANDING				
Course Code	GVC310				
Course Type	Required				
Level	Bachelor				
Year / Semester	3 rd Year / 6 th Semester				
Teacher's Name	Demetris Kokkinolambos, Costas Mantzalos				
ECTS	6	Lectures / Studio / week	3	Laboratories / week	
Course Purpose	<p>The course aims to Identify and appreciate the importance of brand visual identity and communication in design.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> • Develop design for brand awareness and experience, brand image and rebranding in such areas as advertising, digital strategies, packaging and product design. • Explore design for branding in Architectural and space applications • Utilize individualism and universalism for communication purposes. • Promote alternative thinking, problem solving and innovation in Design for Branding • Apply critical judgement for keeping up a high level of intellect in visual communication and a fresh approach in graphic design related problems. • Engage in extensive briefing and creative brainstorming 				
Learning Outcomes	<p>Upon completion of the course students should be able to:</p> <ul style="list-style-type: none"> • communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal and written means. • access information through traditional and new technologies, and 				

	<p>synthesize this information for problem solving activities.</p> <ul style="list-style-type: none"> • critically analyze and evaluate information from multiple sources and diverse perspectives. • understand the relationship of graphic design to other disciplines and to society. • produce visual work on creative new visual solutions concerning colour, form, readability, size, texture, typography, text, grid and hierarchy of information. • explore extensively the area of Logo design and perform in a creative discussion • develop an identity design system with uniformity. • present and convince in front of an audience complex communication visual problems 		
Prerequisites	GVC 307	Corequisites	-
Course Content	<p>Introduction to the practice of brand visual identity through graphic design and the digital platforms: Visual material is presented for a creative discussion. Appreciate a broad overview of the historical context and concept of group identity as seen in diverse case studies. The importance of clarity of form and a sense of belonging and purpose to a specific group, organisation etc. Analyze a visual brief through a series of brainstorming sessions. Understand and write a proposal to a Brand Identity Project. Engage in a group dialogue. The inter-disciplinary nature of brand design will be discussed, as will relevant processes such as visual audit, design manual and implementation.</p> <p>Brand Identity design systems:</p> <p>Engage in a briefing session on Primary Identity: Logo and full Stationery. Identify target audience. Implementation of a visual sketching process.</p> <p>Engage in short crits which help to catch-up and refresh their thoughts. Embark on a visual research concerning color, form, readability, size, texture, typography, text, grid and hierarchy of information.</p> <p>Produce sketches on creative new visual solutions.</p> <p>Participate in Mid-critique on sketching process.</p>		

Participate on a studio workshop in class with individual tutorials and short crits.

Use alternative thinking and forward design mind. Finalize sketching process.

Participate on a final critique on primary identity (Logo design and Stationery).

Participate in the final critique that involves all students from both groups to maximize visual impact and difference in visual problem solving.

Present final visual work in front of other faculty participants. Design and produce Logo applications with the necessary visual material and/or production. (e.g., packaging design, leaflets, folders, posters, annual report etc.) Stress and give special attention on printing techniques, paper selection, dye cuts, varnish methods so that the students have an all-round view of the whole spectrum of presenting printed work.

Brand identity awareness:

Promote the newly established identity through a series of visual material such as Posters, Postcards, Banners, External signage, website design, annual report etc.

Engage in extensive briefing and creative brainstorming.

Define and identify on what a Product, a Logo, an Identity and Branding is Research on concepts.

Question established notions.

Visually introduce the element of impact that creates interest.

Utilize individualism and universalism as a must for communication purposes.

Produce sketches in near size of the finals.

Discuss on individual tutorials to ensure a thorough understanding of the complex visual problem solving.

Participate in the final presentation critique with all visual promotional material.

Act in a professional manner as if in front of a real-life client.

	Utilize critical judgment as vital for keeping up a high level of intellect in visual communication and a fresh approach in graphic design related problems.
Teaching Methodology	<p>Extended project briefings, practical workshops, exercises, illustrated lectures and group critiques. Student centered practical work, personal research, realization and manipulation in project work.</p> <p>Creative use of computer/digital based skills and hand skills such as photography, illustration and print, electronic image/type via Apple Macintosh or PC hardware and software can lead to alternative and unique visual solutions. Creative use of computer design software, along with hand skill methods and mediums such as illustration, sketching, drawing, photography and styling etc. are also part of learning activities. Also, presentations, briefing and related written material are available on e-learning engine. The outcome is always enriched through visual research and reading.</p>
Bibliography	<p><i>Bibliographical References:</i></p> <p><i>Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands</i>, Debbie Millman, Editor, Rockport Publishers, Beverly MA, 2012, English.</p> <p><i>Brand Thinking and Other Noble Pursuits</i>, Debbie Millman, Allworth Press, New York, 2011, English.</p> <p><i>Airline Visual Identity 1945-1975</i>, M.C. Huhne, Callisto Publishers, Berlin, 2014, English.</p> <p><i>Designing Brand Identity</i>, 4th Edition, Aline Wheeler, John Wiley&Sons, Hoboken, NJ, 2012, English.</p> <p><i>How Brands Become Icons</i>, Douglas B. Holt, Harvard Business School Press, Boston, 2004, English.</p> <p><i>Logo Design Love</i>, David Airey, Peachpit Press, San Francisco, 2014, English.</p> <p><i>Symbol (Mini Edition): The Reference Guide to Abstract and Figurative Trademarks</i>, Steven Bateman, Angus Hyland: Laurence King Publishing, London, 2014, English.</p>

	<p><i>Brands</i>, Debbie Millman, Editor, Rockport Publishers, Beverly MA, 2012, English.</p>
<p>Assessment</p>	<p>Overall, the course is evaluated as follows:</p> <ul style="list-style-type: none"> • Final Assessment 34% <ul style="list-style-type: none"> - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% • Course work 66% <ul style="list-style-type: none"> Interim Critique 33% Final Critique 33% <p>The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic assessments are also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student confidence, motivation, and engagement in their learning. In other words, assessment is not merely an index of the amount learned—it can also be the reason of that learning.</p>
<p>Language</p>	<p>English</p>