

Course unit title:	<b>BRANDING</b>				
Course unit code:	AGDS322				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	3 <sup>rd</sup> /Spring				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Demetris Kokkinolambos				
Learning outcomes of the course unit:	<ul style="list-style-type: none"> <li>Identify and appreciate the importance of brand visual identity and communication. Areas such as Brand Architecture, Brand Awareness and Experience, Brand Image and Rebranding are examined in such areas as Advertising, Digital Strategies, Packaging and Product Design.</li> <li>Research extensively on the area of Logo design and perform in a creative discussion. Engage in extensive briefing and creative brainstorming.</li> <li>Produce visual work on creative new visual solutions concerning colour, form, readability, size, texture, typography, text, grid and hierarchy of information.</li> <li>Utilize individualism and universalism as a must for communication purposes. Use alternative thinking and forward design mind.</li> <li>Develop an identity design system with uniformity. Use of critical judgement is vital for keeping up a high level of intellect in visual communication and a fresh approach in graphic design related problems.</li> <li>Present and convince in front of an audience complex communication visual problems.</li> </ul>				
Prerequisites:	AGDS301		Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	<p><b>Introduction to the practice of brand visual identity through graphic design and the digital platforms:</b></p> <p>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><b>Brand Identity design systems:</b></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 colour, form, readability, size, texture, typography, text, grid and hierarchy of information.</p> <p>Produce sketches on creative new visual solutions. Participate in Mid-critique on sketching process.</p> <p>Participate on a studio workshop in class with individual tutorials and short crits. Use alternative thinking and forward design mind. Finalize sketching process.</p> <p>Participate on a final critique on primary identity (Logo design and Stationery).</p> <p>Participate in the final critique that involves all students from both groups to maximize visual impact and difference in visual problem solving.</p> <p>Present final visual work in front of other faculty participants.</p>				

	<p>Design and produce Logo applications with the necessary visual material and/or production.(eg 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.</p> <p><b>Brand identity awareness:</b>  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 judgement as vital for keeping up a high level of intellect in visual communication and a fresh approach in graphic design related problems.</p>
<p>Recommended and/or required reading:</p>	<p><b>Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands</b>, Debbie Millman, Editor, Rockport Publishers, Beverly MA, 2012, English.</p> <p><b>Brand Thinking and Other Noble Pursuits</b>, Debbie Millman, Allworth Press, New York, 2011, English.</p> <p><b>Airline Visual Identity 1945-1975</b>, M.C. Huhne, Callisto Publishers, Berlin, 2014, English.</p> <p><b>Designing Brand Identity</b>, 4<sup>th</sup> Edition, Aline Wheeler, John Wiley&amp;Sons, Hoboken, NJ, 2012, English.</p> <p><b>How Brands Become Icons</b>, Douglas B. Holt, Harvard Business School Press, Boston, 2004, English.</p> <p><b>Logo Design Love</b>, David Airey, Peachpit Press, San Francisco, 2014, English.</p> <p><b>Symbol (Mini Edition): The Reference Guide to Abstract and Figurative Trademarks</b>, Steven Bateman, Angus Hyland: Laurence King Publishing, London, 2014, English.</p>
<p>Textbooks:</p>	<p>None.</p>
<p>References:</p>	<p>Visual contemporary references on magazines like: Domus, eye, Abitare, wallpaper, The Face, Wired, Design Diffusion, Ottagono, Creative Review, +design.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Extended project briefings, practical workshops, exercises, illustrated lectures and group critiques. Student centred 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>
<p>Assessment</p>	<p>Design Intelligence 40%,</p>

methods and criteria:	Research and Methodology 20% Experimentation and Analysis 20% Time management and Presentation 20%
Language of instruction:	English
Work placement(s):	No