

IDES 249

Brand Identity

Spring Term 2015 » 3 credits » Pre-requisite: IDES 211 » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Text

Wheeler, Alina. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 3rd Ed. New Jersey: John Wiley & Sons, Inc. 2009.

Recommended Texts

Roscam-Abbing, Erik. *Brand-driven Innovation: Strategies for Development and Design*. New York: AVA/Academia, 2010.

Recommended Readings

Available in the Capilano University Library as electronic resources:

Ambrose, Gavin and Harris, Paul. *Basics Design Series*. New York: AVA/Academia, 2005-10.

COURSE DESCRIPTION

This course introduces students to the field of brand identity by following the process of a branding assignment as it would typically be handled in a design studio or advertising agency. Students are guided through the process from creative brief through strategic framework to logo development and design of a variety of marketing materials. Presentations are conducted in a simulated “real world” environment.

COURSE STUDENT LEARNING OUTCOMES

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

- define brand and brand identity;
- identify the contexts for brand development;
- describe the systems that build brand identity;
- conduct research and implement brand strategy for the design of brand identity;
- design a brand identity and create touchpoints;
- describe the trademark process and discuss copyright issues; and
- present a comprehensive brand identity project using industry standard methods.

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Weekly Schedule

WEEK 1

Course introduction and objectives.
The importance of branding.
Key branding terms and branding tools.
Selection of company to rebrand.

WEEK 2

Competitive analysis: understanding the visual space and identifying opportunities.
Phase 1: conducting research.
Case study 1: brand development from start to finish.
Project 1 assigned, due week 3.

WEEK 3

Project 1 due.
Phase 2: clarifying strategy.
Understanding how an organization's vision, values and culture informs brand strategy.
Brand blueprints: setting the foundation for the design process.
Project 2 assigned, due week 4.

WEEK 4

Project 2 due.
Phase 3: designing identity.
Mood boards: bringing the brand blueprint to life using typography, colour, brand voice, photography/illustration styles, and textures.
Case study 2: using mood boards in brand presentations.
Project 3 assigned, due week 5.

WEEK 5

Project 3 due.
Phase 4: creating touchpoints.
Keeping the competitive analysis, brand blueprint, and mood board aligned.

WEEK 6

Phase 5: managing assets.
Logo design: how to create and present a strong, relevant logo.
Project 4 assigned, due week 8.

WEEK 7

Project 5 assigned, due week 10.
Logo concept development.
Case study 3: sports club logo design and client presentation.

WEEK 8

Project 4 due.
Logo presentation development.

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Weekly Schedule continued

WEEK 9

The trademark process: copyright issues.
Interim critique project 5.

WEEK 10

Project 5 due.
Brand marketing collateral: the scope.
Project 6 assigned, due week 14.

WEEK 11

Incremental collateral development.

WEEK 12

Interim critique project 6.

WEEK 13

Incremental collateral development.
Guest speaker: creative director.

WEEK 14

Project 6 due.

WEEK 15

Review.

EVALUATION PROFILE

Project 1	10%
Project 2	15%
Project 3	15%
Project 4	10%
Project 5	15%
Project 6	20%
Participation	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i>	A+ 90-100 A 85-89 A- 80-84
<i>Good</i>	B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i>	C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i>	D 50-59
<i>Fail</i>	F 0-49

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Misssed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.