

ISDN4000P INTRODUCTION TO BRAND DESIGN (2-credit)

Course Instructor : Mr. Brian Lau (Email: brian@mad-studios.com)
 Program Officer : Kandi HO (egkandi@ust.hk)
 Dates & Time : Tuesday 0900 - 1300, Rm 2590
 Office Hours : By appointment
 Venue : TBC

Course Description

A project-based, experiential course that introduces students to the basics of Brand Identity Design. Brands and branding are key business tools and techniques. An understanding of how brands are strategically designed and developed can lead to greater coherence between business strategy and brand development. This course will introduce to the student the basic principles and practices of brand identity design and development through the lens of graphic design and visual communications; Brand assets such as logo design, brand fonts and secondary graphics, brand tone, tools and touchpoints (and much more); and how they are structured, designed and developed; brand frameworks and branding strategies will be explored through a series of lectures and in-class exercises. The course will culminate in an extended hands-on project. Guest speaker(s) will also be invited to give context and insight into the practice and profession.

IMPORTANT NOTE:**Intended Learning Outcomes**

Upon completion of this course, students are expected to be able to:

- 1 Understand basic Brand design concepts and techniques.
- 2 Apply these concepts and techniques in the designing of visual and/or communication strategies.
- 3 Work with people from different academic disciplines.
- 4 Utilise basic graphic design and problem solving skills.

Course Schedule & Outline.

Session	Date	Topic	ILOs
1 (3h)	Feb 6	LECTURE: Graphic design / Visual Communications basics REVIEW (Basic graphic design elements and principles, theory and practice)	1, 2, 3, 4
2 (2h)	Feb 7	Project sharing and critique – Graphic Design	1, 2, 3, 4
3 (3h)	Feb 13	LECTURE: What is a brand? What is branding? Matching businesses with consumers OR creating new markets with	1, 2, 3, 4

		new brands. The Brand Framework <ul style="list-style-type: none"> - The Brand Belief - The Brand Vision and Mission - The Brand Values - The Brand Position - The Brand Personality and Tone - The Brand Message/Story 	
4 (2h)	Feb 14	Project sharing and critique – Deconstructing Brand Frameworks	1, 2, 3, 4
5 (3h)	Feb 20	LECTURE: Building Brand Assets from the Brand Framework The Name <ul style="list-style-type: none"> - Drawing on histories, cultures and mythologies - Brand Archetypes - Differentiation / Associativeness / Recall The Logo <ul style="list-style-type: none"> - Symbolisms and Semiotics. (Lecture) - Visual Storytelling - Logo Design : Shape + Colour + Content - Recognizability - Communicability - Applicability 	1, 2, 3, 4
6 (2h)	Feb 21	Project sharing and critique – Deconstructing Logo Designs	1, 2, 3, 4
7 (3h)	Feb 27	LECTURE: Building Brand Assets from the Brand Framework <ul style="list-style-type: none"> - Font schedules - Colour palettes - Secondary Graphics - Typographic Tone - Visual Styling - Static and Time-based Visual assets - Collateral and touchpoints etc. CONSOLIDATION: The Brand Style Guide	
8 (2h)	Feb 28	Project sharing and critique – Analysing Brand Visual Assets	
9 (3 h)	Mar 6	LECTURE: Building Brand Assets from the Brand Framework <ul style="list-style-type: none"> - Marketing - Media Mix Misuse of Brands and Branding	1,2,3
10 (2h)	Mar 7	Project sharing and critique – Looking at Brand Style Guides	1,2,3. 4
11 (3h)	Mar 13	GUEST SPEAKER - Anggle Sugianto, Brand Manager for GAIA Hotels and Resorts	1,2,3, 4
12 (2h)	Mar 14	LECTURE: INDEPENDENT PROJECT Introduction and Initiation	1,2,3, 4

13 (3h)	Mar 20	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Framework	1, 2, 3, 4
14 (2h)	Mar 21	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Framework	1, 2, 3, 4
15 (3h)	Mar 27	TUTORIAL / LAB - INDEPENDENT PROJECT – Naming the Brand and Designing the Logo (1)	1,2,3, 4
16 (2h)	Mar 28	TUTORIAL / LAB - INDEPENDENT PROJECT – Naming the Brand and Designing the Logo (2)	1,2,3, 4
17 (3h)	Apr 3	TUTORIAL / LAB - INDEPENDENT PROJECT – Naming the Brand and Designing the Logo (2)	1,2,3, 4
18 (2h)	Apr 4	Project sharing and critique INDEPENDENT PROJECT	1,2,3, 4
19 (3h)	Apr 11	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3, 4
20 (2h)	Apr 17	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3, 4
21 (3h)	Apr 18	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3, 4
22 (2h)	Apr 24	Project sharing and critique INDEPENDENT PROJECT	1,2,3, 4
23 (3h)	Apr 25	TUTORIAL / LAB - INDEPENDENT PROJECT – Consolidation : The Brand Style Guide	1,2,3, 4
24 (2h)	May 2	TUTORIAL / LAB - INDEPENDENT PROJECT – Consolidation : The Brand Style Guide	1,2,3, 4
25 (3h)	May 8	FINAL PRESENTATIONS / RECAP	1,2,3, 4

Assessment Tasks

Assessment	Description	ILOs
Independent Project Presentations (40%)	Each student/group will be asked to give a 20-30 min presentation and adjudicate a 15 - 20 min Q+A session.	1,2,3,4
Individual/Group Documentation (20%)	Students will be asked to document their design/thinking/decision processes and to curate/collate their documentation in a book form.	1,2,3,4
Individual In-class exercises (40%)	In class exercises will be conducted in each class. These exercises should be clearly indicated and documented in their individual books.	1,2,3,4

Basic marking criteria

- 1) TBC

Required / Recommended Reading Materials

1. DESIGNING BRAND IDENTITY – ALINA WHEELER

Academic Honor Code

- You must observe and uphold the highest standards of academic integrity and honesty in all the work you do throughout your program of study.
- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
- Regulations for Student Conduct and Academic Integrity
(<http://publish.ust.hk/acadreg/generalreg/index.html>)