

ISDN4000P INTRODUCTION TO BRAND DESIGN (2-credit)Course Instructor : Mr. Brian Lau (Email: brianlau@ust.hk)

Program Officer : Kandi HO (egkandi@ust.hk)

Dates & Time : Studio, Tuesday, Thursday 1430 – 1630

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 (2h)	Feb 1	LECTURE: Graphic design / Visual Communications basics REVIEW (Basic graphic design elements and principles, theory and practice)	1, 2, 3, 4
2 (2h)	Feb 6	LECTURE: What is a brand? What is branding? Matching businesses with consumers OR creating new markets with 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	1, 2, 3, 4
3 (2h)	Feb 8	Project sharing and critique – Deconstructing Brand Frameworks	1, 2,

			3, 4
4 (2h)	Feb 15	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
5 (2h)	Feb 20	Project sharing and critique – Deconstructing Logo Designs	1, 2, 3, 4
6 (2h)	Feb 22	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. 	1, 2, 3, 4
7 (2h)	Feb 27	Project sharing and critique – Analysing Brand Visual Assets	
8 (2h)	Feb 29	LECTURE: Building Brand Assets from the Brand Framework <ul style="list-style-type: none"> - Marketing - Media Mix Misuse of Brands and Branding CONSOLIDATION: The Brand Style Guide	
9 (2 h)	Mar 5	Project sharing and critique – Looking at Brand Style Guides	1,2,3
10 (2h)	Mar 7	LECTURE: INDEPENDENT PROJECT Introduction and Initiation	1,2,3, 4
11 (2h)	Mar 12	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Framework	1,2,3, 4
12 (2h)	Mar 14	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Framework	1,2,3, 4
13 (2h)	Mar 19	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Framework	1, 2, 3, 4
14 (2h)	Mar 21	TUTORIAL / LAB - INDEPENDENT PROJECT – Naming the Brand and Designing the Logo (2)	1, 2, 3, 4
15 (2h)	Mar 26	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 (2h)	Apr 2	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3, 4
18 (2h)	Apr 4 (H)		1,2,3, 4

19 (2h)	Apr 9	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3,4
20 (2h)	Apr 11	TUTORIAL / LAB - INDEPENDENT PROJECT – Developing the Brand Assets	1,2,3,4
21 (2h)	Apr 16	TUTORIAL / LAB - INDEPENDENT PROJECT – Consolidation : The Brand Style Guide	1,2,3,4
22 (2h)	Apr 18	TUTORIAL / LAB - INDEPENDENT PROJECT – Consolidation : The Brand Style Guide	1,2,3,4
23 (2h)	Apr 23	GUEST SPEAKER - Anggle Sugianto, Brand Manager for GAIA Hotels and Resorts	1,2,3,4
24 (2h)	Apr 25	FINAL PRESENTATIONS / RECAP	1,2,3,4
			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>)