Course Description

GRA1113C | Visual Identity & Branding Design | 4.00 credits

Studio projects involving visual identity and branding design will comprise this intermediate course. The student will examine color theory, branding, and best practices to develop unique and impactful brands, including sustainability and brand value. The student will design logos and style manuals. Trademarks and copyrights will be examined. Prerequisites: GRA1111C, GRA1206C, GRA2117C**.**

Course Competencies:

Competency 1: The student will conceive comprehensive branding during guided lessons and assignments by:

1. Analyzing branding as applied to goods and services marketed toward customers
2. Brainstorming various solutions for logos, typography, color palettes, and client experiences

Competency 2: The student will implement branding strategies during guided lessons and assignments by:

1. Developing creative design briefs
2. Executing the design process to achieve the strategic goals of the brand strategy
3. Executing brand concepts for various design studio projects

Competency 3: The student will evaluate various branding strategies by:

1. Critiquing their work as well as that of their classmates
2. Examining the appropriateness of various design voices or personalities to a brand strategy
3. Analyzing how graphic communications media can affect consumers' perceptions of various brands
4. Examining how ethics and sustainable "green" design can be applied to various brand strategies

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities