# GRA 1113C Visual Identity & Branding Design

**Course Description:** Studio projects involving visual identity and branding design will comprise this intermediate course. Students will examine color theory, branding, and best practices to develop unique and impactful brands, including sustainability and brand value. Students will design logos and style manuals. Trademarks and copyrights will be examined. Prerequisites: GRA1111c, GRA1206c, GRA2117c. (2 hr. lecture; 4 hr. lab.)

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<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will conceive comprehensive branding during guided lessons and assignments by: | • Communication  
• Critical thinking  
• Aesthetic / Creative Activities |
| 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: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 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. |  |
| **Course Competency 3:** The student will evaluate various branding strategies by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Critiquing their work as well as that of their classmates. |  |

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2. Examining the appropriateness of various design voices or personalities to a given 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.