



Unit Title	Branding
FHEQ Level	UG 2 - FHEQ Level 5
Unit Code	MGR18202
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	50
		Unsupervised Access to Resources	27.5
Total			150

Unit Description

This unit looks at the impact of branding on design across a variety of media, platforms and formats. In the unit you will be introduced to the concepts, theories and strategies underlying branding. You will examine how analysis of a client and their audience, and understanding of their brand underpin design decisions.

You will gain skills and knowledge in creating and evaluating brand values and examine how to integrate these values into your design practice. You will consider a range of different ways to express a brand, whether through a single brand marque or logo or the complex development of a brand personality, with an emphasis on how this relates to and is interpreted in motion graphics.

The learning from this unit will be an element in most of your briefs across the rest of the course.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

Brand analysis and branding theory
Examination of branding practice in a historical and international context
Contemporary branding practice
The integration of branding theory into design practice

Defining, interpreting and communicating a brand through a single image or proposition
Presentation of brand concepts
The creation of effective brand designs across a variety of media
Strategic thinking to reach new and existing audiences

Unit Aims

To gain knowledge and understanding of the principles of brand analysis

To integrate understanding of brand values into design practice

To understand how to target design solutions to specific audiences

To be able to create and present an effective brand proposal

To be able to create a branding design solution that works across a range of media

Unit Learning Outcomes

Level Five

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

Learning and Teaching Methods

Briefings

Lectures

Workshops

Seminars

Individual presentations and critiques

Self directed independent study
Personal blogs

Assessment methods and tasks

The unit will consist of one project and a number of workshop projects marked holistically. Assessment will be based on how well the final solution works in relation to brand values as well as for quality of design.

The formative submission will take the form of a brand proposal presentation demonstrating how the design solution derives from the brand's values and audience.

The summative submission will consist of a range of brand elements, including at least one motion graphics piece.

You will also be required to submit a project log containing research, development and personal reflection.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Main project outcome, formative presentation, associated workshops and project log	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Has the student demonstrated knowledge and understanding of brand analysis and of branding practice in a historical and international context, and integrated this into the development of their design projects? LO1, LO2

Has the student demonstrated the ability to effectively, research, analyse, present and communicate a design proposal? LO1, LO5

Has the student produced appropriate, creative and well executed design work that works across a range of media? LO5, LO6

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO1

Learning outcomes: LO1, LO2, LO5, LO6

Essential Reading list

1. Catharine Slade-Brooking (Author) (2016): Creating a Brand Identity: A Guide for Designers, Laurence King Publishing
2. Cooper Angela. (2012) Cool brands: an insight into some of Britain's coolest brands. Superbrands UK
3. David Airey (2014) Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition, Peachpit Press

4. Evamy, M (2012). Logotype. London: Laurence King
5. Wheeler, A (2012). Designing Brand Identity: An Essential Guide for the Whole Branding Team. 4th ed. New York : John Wiley & Sons.