

## COURSE CONTENT

<b>Course Code</b>	DV2003 (DV8001)
<b>Course Title</b>	Beyond the Logo: Introduction to Branding
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

In this introductory level course, you will be introduced to a theoretical overview of how branding is situated in our contemporary society and its roles through the lens of art, design and media. You will gain a broad understanding of the evolution of corporate brand communication and identity, brand consumption theories and patterns which led to the rise of various alternate brand movements. A basic anthropological analysis of brands as an economic force to becoming a cultural artefact will also be discussed. Through various analytical in-class exercises and hands-on assignments, you will gain theoretical and practical knowledge to develop a critical voice to make brand creation decisions.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Identify and discuss brand strategies employed in the everyday contemporary society.
2. Propose creative strategies to position, conceptualize and implement a new brand offering.
3. Demonstrate a range of techniques in context of art, design and media to communicate proposed brand narratives.
4. Present, discuss and evaluate proposed brand strategies and techniques in a systematic manner
5. Constructively discuss, critique and contribute to the range of brand communication techniques employed by the peers.

### **Course Content**

#### **Branding and its roles in society**

The course will provide a theoretical overview on the evolution of brand communication and identity from the second industrial revolution onwards up to current trends. Through the understanding of brand anthropology, you will be introduced to various forms of alternative brand movements. Emphasis is placed on the various roles that branding fulfills in our everyday society. Selected work will be discussed and analyzed.

#### **Brand consumption theories and investigation**

You will receive a basic introduction to various current brand theories and models enabling you to make brand creation decisions. You will also learn how to evaluate brand competition and identify brand opportunities in context of art, design and media.

#### **Brand implementation and engagement**

A range of basic creative techniques will be introduced for implementing brand strategies in order to engage different audiences.

#### **Class assignments and presentations**

Through various lectures, group work, individual assignments, you will learn how to plan and

conceptualize brand strategies and present an execution plan systematically.