

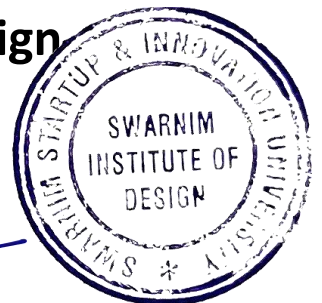


VALUE ADDED COURSE

Swarrnim Institute of Design

Branch: Bachelor of Graphic design

YEAR: 2022-2023



SWARRNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE.

Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS, Adalaj
Kalol Highway, Gandhinagar, Gujarat - 382422.

Course Title: Branding and Identity Design

Course Code: VACBID

PROGRAMME:	Bachelors of Graphic design	Branch:	All
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Hours: 30 hrs

Course Overview: The "Branding and Identity Design" course is crafted to provide students and professionals with a comprehensive understanding of the principles and practices involved in creating a strong brand identity. This 30-hour course covers the entire branding process, from research and strategy development to the design of visual identity systems. Participants will learn how to create compelling brand narratives and visual identities that resonate with target audiences and stand out in competitive markets.

Course Objectives:

- To understand the fundamentals of branding and its importance in business success.
- To explore the process of developing a brand identity, including research, strategy, and design.
- To learn the principles of visual identity design, including logo design, typography, and color theory.
- To develop skills in creating brand guidelines and applying brand identity across various touchpoints.
- To analyze case studies of successful brand identities and learn from real-world examples.

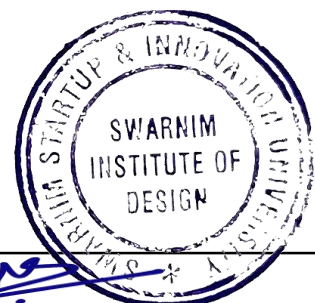
Target Audience: This course is ideal for design students, graphic designers, marketing professionals, entrepreneurs, and anyone interested in the field of branding and identity design.



Course outline		
Sr. No	Content	Total hours
1.	Module 1: Introduction to Branding <ul style="list-style-type: none"> Definition and importance of branding in today's market Key elements of a successful brand Differences between brand identity, brand image, and brand equity The role of storytelling in branding Overview of the branding process: research, strategy, and design 	05
2.	Module 2: Brand Strategy Development <ul style="list-style-type: none"> Understanding the target audience and market research Defining brand vision, mission, and values Crafting a unique brand positioning and value proposition Developing brand personality and tone of voice Creating a brand narrative and messaging framework 	05
3.	Module 3: Visual Identity Design Principles <ul style="list-style-type: none"> Logo design: principles, types, and creation process Typography in branding: selecting and pairing typefaces Color theory: selecting a color palette that reflects brand values Creating visual elements and graphic styles that support brand identity 	06




Course outline		
Sr. No	Content	Total hours
4.	Module 4: Designing Brand Collaterals <ul style="list-style-type: none"> Application of brand identity across various touchpoints Designing business cards, letterheads, and other stationary Creating brand guidelines and style guides Introduction to digital branding: websites, social media, and digital marketing materials Best practices for maintaining brand consistency across all channels 	05
5.	Module 5: Brand Identity Implementation and Management (5 hours) <ul style="list-style-type: none"> Strategies for launching a brand identity Managing brand identity over time: consistency and adaptability Measuring brand success: brand equity and customer perception Rebranding and brand evolution: when and how to refresh a brand identity Case studies of successful brand identities and their impact on business 	05
6.	Module 6: Final Project and Brand Presentation <ul style="list-style-type: none"> Developing a complete brand identity for a fictional or real client Creating a comprehensive brand book including logos, color schemes, typography, and applications Presenting the brand identity and strategy to peers and instructors Receiving feedback and refining the brand identity design 	04



Teaching Methodology:

Interactive lectures and discussions on branding concepts and design principles

Hands-on workshops in logo design, typography, and color theory

Group activities focused on brand strategy development and implementation

Analysis of case studies and real-world brand identities

Studio-based project work culminating in a final presentation

Learning Outcomes: By the end of the course, participants will be able to:

Develop a comprehensive brand strategy that aligns with business objectives.

Design a cohesive visual identity that effectively communicates a brand's values and personality.

Create and apply brand guidelines to maintain consistency across all brand touchpoints.

Analyze and critique existing brand identities with a focus on their strengths and weaknesses.

Present and defend a complete brand identity project, demonstrating both creative and strategic thinking.

Assessment:

Quizzes and assignments to evaluate understanding of branding principles

Hands-on design projects focused on logo creation, typography, and color application

Final brand identity project, including a full brand book and presentation

Peer and instructor feedback on the final project

