DESN 1007 GRAPHIC BRANDING AND IDENTITY

Credit Points 20

Legacy Code 102264

Coordinator Alison Barnes (https://directory.westernsydney.edu.au/search/name/Alison Barnes/)

Description This subject enables students to further develop their understanding and application of the design process within the field of graphic branding and identity design. Students will interrogate the fundamental principles of branding and explore diverse and creative approaches to branding and visual identity design from concept to outcome. Students' understanding of a design brief, client, competitors and audience will deepen and they will be introduced to some design specific research skills, such as mood board and persona development, which will help them begin to build a toolkit of methods to use throughout their degree. Students will explore the power of storytelling in the creation of compelling brand narratives and explore ways a brand can communicate with an intended audience. Key software will be introduced and supported by online resources, and students will continue to develop their visual design and communication skills in the fundamental areas of typography, image-making and composition.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 20cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Pre-requisite(s) DESN 1009

Equivalent Subjects DESN 1008 - Graphic Design Process and Practice (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the fundamental principles of branding in the creation of visual solutions to an assessment brief.

2. Develop design ideas in response to a branding and identity design brief that are based on research and analysis, using a sketchbook to record this process.

3. Apply an iterative design process underpinned by experimentation to the development of a brand story and visual identity.

4. Produce design solutions appropriate to the brief, client and audience and support the development of these through a process of reflection, peer evaluation and critique.

5. Communicate clearly through the presentation of design ideas and outcomes.

6. Design professional standard outcomes using relevant media (including the major features of Adobe CC).

Subject Content

- The fundamental principles of branding: Brand values, brand promise and brand purpose
- Brand archetypes
- Brand personality and tone of voice
- Copywriting and brand manifestos
- Understanding a brief, client, and project context
- Defining competitors (precedent and documentary research skills)
- Understanding audience: Using personas and mood boards (design specific research skills)
- Visual interpretation of message and expression to an identified audience
- Designing visual identity systems
- Brand storytelling
- Further development of Adobe CC skills
- LinkedIn Learning tutorials as specified

Special Requirements

Essential equipment

Students are expected to have:

- A basic kit of graphic design 'tools'—pencils (HB, 2B, 3B), eraser, ruler, scissors and paper glue.
- An A4 plain paper (not lined) sketchbook
- Access to a computer
- Access to Adobe CC
- A digital storage device (USB or external hard drive)

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Applied Project	Design practice, therefore no length/duration applicable	10	N	Individual
Applied Project	Design practice, therefore no length/duration applicable	30	N	Individual
Portfolio	Design practice, therefore no length/duration applicable	20	N	Individual
Portfolio	Design practice, therefore no length/duration applicable	40	N	Individual

Teaching Periods

Spring (2024)
Parramatta - Victoria Rd
On-site
Subject Contact Alison Barnes (https://
directory.westernsydney.edu.au/search/name/Alison Barnes/)

View timetable (https://classregistration.westernsydney.edu.au/even/
timetable/?subject_code=DESN1007_24-SPR_PS_1#subjects)

Spring (2024)
Parramatta - Victoria Rd
On-site