Liverpool John Moores University

Title:	ADVANCED BRAND IDENTITY
Status:	Definitive
Code:	**5501DA** (115369)
Version Start Date:	01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Stockport College

Team	emplid	Leader
Jon Moorhouse		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00
Total Delivered Hours:	120.00		
Total Learning Hours:	240	**Private Study:**	120

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	3.000
Practical	90.000
Seminar	3.000
Tutorial	6.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Context file inc. report	20.0	
Report	AS2	Practical projects	80.0	

Aims

1. To develop critical thinking and decision making skills.
2. To generate and test a range of ideas in relation to a professional client brief.
3. To develop advanced skills in software for producing brand imagery.
4. To produce brand identity design work that effectively communicates values or ideas appropriate to a client brief with complex requirements.

5. To present and justify brand identity work effectively using professional techniques.

Learning Outcomes

After completing the module the student should be able to:

1   Make informed critical comments and accurate judgments about a range of brand identity design work.
2   Generate a range of ideas for brand identity design projects that are appropriate to the organisations aims, values and intended audience.
3   Apply advanced technical and software skills for the production of ideas and development of brand identity design solutions suitable for client presentation.
4   Apply design principles of form and function to the production of brand identity designs to create visually distinctive and sophisticated work that communicates brand ideas effectively.
5   Professionally present and explain their design ideas both visually and verbally.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Context file inc. report   1

Practical projects   2   3   4   5

Outline Syllabus

In the previous level 4 module learners have developed: a knowledge of historical and contemporary practitioners and of professional practices.; a knowledge of and skills with software tools; a knowledge and understanding of logo design principles and semiotic theory.
They have then produced design work that demonstrates an understanding of and skill in formal and functional design in relation to the design of logos and more fundamentally, how the simplified imagery of logos can communicate ideas.
In this level 5 module learners extend their knowledge, understanding and skills by developing their own critical opinions and by working on client briefs that have more complex aims and requirements including the need to appeal to specified audiences with the opportunity to use other types of imagery (including typography as image).

In the first part of the module short lectures introduce case studies of brand identity design work such as logos, packaging and promotional graphics such as branded posters, to develop the learners understanding of the differing functional and visual characteristics of images and how they relate the specific aims and purposes of a brand.
Consideration is placed upon image content, visual design and visual style including the use of media and technique and these aspects are discussed in relation to the brand product or service, it's price, customer and essentially it's ability to engage and inform.

Learners are required to discuss examples in seminars providing a basis for learners to exchange ideas about different designs prior to their writing of a critical report/case studies that discusses other practitioners work and their own.

Workshops provide a basis for learners to develop ideas for visual content and styles that can be applied to or across a number of items or media. Learners are then required to develop and adapt ideas to meet the requirements of the client brief by testing out various imagery ideas on different applications, for example across a packaging 'range'.

Skills workshops re-introduce the use of drawing and imaging software and additional techniques and tools are introduced to enable learners to work with a broader range of media.

The knowledge and understanding developed in the previous practical and critical activities are applied in the production of Brand identity project work on briefs such as the design of logos and corporate identity systems, packaging and promotional graphics such as branded posters. In all projects design solutions should clearly reflect the brand ideas and primary messages of the product, service or organization.

Learning Activities

A series of lectures and follow up seminars to support critical study and the visual analysis of brand identity design work.
Workshop exercises exploring ideas for visual styles to appeal to specific audiences.

Skills workshops exploring and applying additional software tools and features including digital photography or digital illustration.
Practical project brief work for the application of knowledge and skills to a complex design brief that describes a typical industrial scenario with clearly identified parameters including the organizational values, message, audience and production constraints.
Individual and group tutorials for critique and review of ideas.

References

Course Material	Book
Author	Healey, M.
Publishing Year	2008
Title	What Is Branding?
Subtitle	(Essential Design Handbooks)
Edition	
Publisher	London: Rotovision
ISBN	

Course Material	Book

Author	Klein, N.
Publishing Year	2001
Title	No Logo
Subtitle	
Edition	
Publisher	London: Flamingo
ISBN	

Course Material	Book
Author	Mono Design
Publishing Year	2005
Title	Branding
Subtitle	
Edition	
Publisher	London: Rotovision
ISBN	

Course Material	Book
Author	Olins, W.
Publishing Year	2004
Title	On Brand
Subtitle	
Edition	
Publisher	London: Thames & Hudson
ISBN	

Course Material	Book
Author	Olins, W.
Publishing Year	1996
Title	The New Guide to Identity
Subtitle	
Edition	
Publisher	London: Gower Publishing Ltd
ISBN	

Course Material	Book
Author	Wheeler, A.
Publishing Year	2006
Title	Designing Brand Identity
Subtitle	A Complete Guide to Creating, Building, and Maintaining Strong Brands
Edition	
Publisher	London: John Wiley and Sons
ISBN	

Notes

Brand Design level 5 is one of the four specialist option modules at level 5 sharing a common framework for learning aims and outcomes that naturally promote a design process and that are adapted within the context of each specialist industry activity. Level 5 specialist modules emphasise critical thinking, developing advanced skills, project work on complex client briefs and professional method of presentation.

A primary emphasis within this module will be upon the development of imagery that can be used and adapted for different applications and how these images can connotate the specific meanings of branded product, services or organizations. The skills and principles learned within the module will have relevance and can be seen to overlap with the some skills and principles learned within the other 3 modules. However a clear link can be seen between brand identity and advertising, in particular the emphasis on ideas and concepts, and this is a recommended combination.