

Danish School of Media and Journalism VC Graphic Design

Course description

**Visual Identity.
Spring 2021.
4th semester, 5 weeks.
10 ECTS.**

Course objectives

To learn the design process related to conceive a visual brand identity. The student will understand how to translate a verbal branding strategy into a visual identity, that enhances the perception of the brand. The student will be able to develop a designguide for a complex, yet coherent, design system with an appropriate 'toolbox' of design components applied to a multitude of devices and media.

Tools

Adobe CC: Illustrator, InDesign, Photoshop and After Effects.

Attributes

Ability to empathize with customer needs and behavior. Good sense of perception and visual literacy. Strong analytical and strategic thinking abilities. Good at overview, originality and diligence.

Methods

The course is a combination of lectures, group tuition, group work, self-study, peer feedback and assignments. Assignments and projects are worked on individually or in groups. During the course, importance is placed on analysis and reflection on feedback on the student's own as well as other students' products and process.

Learning goals

After completing the course, the student will have insight and knowledge of:

- Hands-on experience with handling a multidisciplinary design process.
- Empathize and gain insights by analysis of a brand, its environment and stakeholders.
- Use operational branding models, tools for idea generation and systematic methods to solve complex design problems.
- Develop a brand strategy and debrief an initial client requisition.
- Ideate, test and develop visual concepts by generating a vast amount of sketches, and extract the best suited solution for the given client.
- Develop a comprehensive dynamic visual identity with basic design components.
- Implement adaptive application across print media and responsive digital devices.
- Define basic components, templates, rules and principles for applications in an online designguide (design manual).
- Ensuring that a designguide is comprehensible, ensuring that subsequent design products remain on-brand.
- Maintaining visual coherens across a vast amount of media, formats and devices.
- Pitch a proposal for a visual identity.

Literature

Compulsory:

- Wheeler, A. : *Designing Brand Identity*, 5th ed. John Wiley & Sons, Inc., 2017.
- Møller, A.M.: *Fra Ord til Form*, Akademisk Forlag, 2021.
- LinkedIn Learning

Optional:

- Olins, W.: *Corporate Identity*, Thames & Hudson, 1994.
- Klanten, R. & Sinofzik, A.: *Visual Identities for Small Business*, Gestalten, 2012.
- Hanington, B. & Martin, B.: *Universal Methods of Design*, Rockport, 2012.'
- Johnson, M.: *Branding in 5 1/2 steps*, Phaidon Press, 2002.
- Møllerup, P. : *Marks of Excellence*, Phaidon Press Limited, 2001.
- Nes, I. van: *Dynamic Identities*, BIS, 2012.

Compulsory attendance/compulsory participation

All scheduled lessons require compulsory attendance. Assignments, group work, and assignment reviews require compulsory participation. All set assignments must be punctually handed in and approved. The concluding project must be passed

Exam form

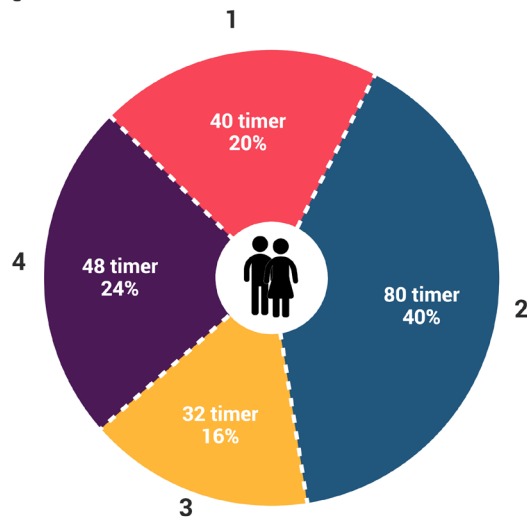
An overall assessment on the 7-point scale with internal examiner and external censor. Examination is individual or groups of max. 2 students. 30-minutes oral exam incl. voting (40 minutes for group exams), on the basis of a written report and a thorough design product in which the students must demonstrate their capability to independently perform tasks in visual identity.

Study activity model:

Studieaktivitetsmodellen

Visual Identity

200 timer i alt
10 ECTS points
5 uger



DMJX

Kategori 1

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Lectures, user tests, discussions, demonstrations, presentations.

Kategori 2

Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Individual assignments and group work.

Kategori 3

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Reading and research.

Kategori 4

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Individual supervision at the work station. Group tuition.

Godkendt af NNS - 19. Jan 2021