



**Jordan University of Science and Technology**  
**Faculty of Architecture And Design**  
**Design And Visual Communication Department**

DV441 Branding And Corporate Identity

First Semester 2024-2025

**Course Catalog**

3 Credit Hours. The course explores the relationship among the critical principles of corporate identity including corporate design, corporate communication, corporate Behavior and corporate image. It emphasizes teamwork, strategic creative solutions and marketing formulas for building a brand within a design product or service category for specific market segment. All studio assignments in the area of audio visual identity including logos, typos, color themes and other printed and soft media are based on actual clients and real-world demands.

**Teaching Method:** Blended

**Text Book**

<b>Title</b>	Brand Identity Essentials 100 Principles for Designing Logos and Building Brands
<b>Author(s)</b>	(Kevin Budelmann, Yang Kim, Curt Wozniak)
<b>Edition</b>	1st Edition
<b>Short Name</b>	Ref.01
<b>Other Information</b>	

**Course References**

Short name	Book name	Author(s)	Edition	Other Information
Ref.02	Designing brand identity an essential guide for the entire branding team	Alina Wheeler	1st Edition	
Ref.03	Creating a brand identity a guide for designers	Slade, Catharine	1st Edition	
Ref.04	Brand EsSense Using Sense, Symbol and Story to Design Brand Identity	Neil Gains	1st Edition	
Ref.05	GCFLearnFree.org	Online resources and websites	1st Edition	

Ref.06	Rebrandly Branded Short Links	Online resources and websites	1st Edition	
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<b>Class Schedule &amp; Room</b>
Section 1: Lecture Time: Sun, Tue : 14:30 - 16:30 Room: LAB

<b>Prerequisites</b>		
<b>Line Number</b>	<b>Course Name</b>	<b>Prerequisite Type</b>
2233220	DV322 Media And Interactivity	Prerequisite / Study

<b>Tentative List of Topics Covered</b>		
<b>Weeks</b>	<b>Topic</b>	<b>References</b>
Week 1	Course policy and syllabus Introduction to Course	From <b>Ref.01</b>
Week 2	What is brand lecture	From <b>Ref.01</b>
Week 3	The Difference Between Logo Design and Branding_ Assignment - 1: Re-branding / Presentation	From <b>Ref.01</b>
Week 4	Project 1: Study and implementation of a design idea for a visual identity for academic places	From <b>Ref.01</b> , From <b>Ref.02</b>
Week 5	Explanation of a new article The 7 types of logos(and how to use them Class exercises and discussions	From <b>Ref.04</b>
Week 6	prefinal Submission Project 1/Submission Project 1	
Week 7	Assignment - 2: Brand Guideline/Practice Creative brief, Research, Refine Sketches - How to design a logo with golden Ratio	From <b>Ref.03</b>
Week 8	Color Harmony Practices and implementation on the Color Harmony - Discussing students' Concept for visual identity	From <b>Ref.01</b>
Week 9	How to design a logo with Rules - Work in Progress to be shown in Each Class	From <b>Ref.03</b> , From <b>Ref.04</b>
Week 10	Scketches for the Concept - Project 2: visual identity Process Book	From <b>Ref.03</b>
Week 11	Presentation Each Student Presenting his/her own research and project - Assignment - 2: Final Creative brief, Brand Strategies, brand Background, Art Direction.	

Week 12	Work in Progress to be shown in Each Class	
Weeks 13, 14	Working during class time and one-on-one critique, Putting the final touches, and polishing work for final submission.	
Weeks 15, 16	Final Project Work to be presented and critiqued in class, due in class time on the data show/and printed.	

<b>Mapping of Course Outcomes to Program Outcomes</b>	<b>Course Outcome Weight (Out of 100%)</b>	<b>Assessment method</b>
Understanding of and ability to develop strategies for planning, producing, and disseminating visual communications	10%	
Functional knowledge of creative approaches, and the analytical ability to make appropriate, purpose-based choices among them, and to use such approaches to identify communication opportunities and generate alternative solutions	20%	
Fluency in the use of the formal vocabulary and concepts of design?including content, elements, structure, style, and technology?in response to visual communication problems. Studies in critical theory and semiotics are strongly recommended	20%	
Ability to develop informed considerations of the spatial, temporal, and kinesthetic relationships among form, meaning, and behavior and apply them to the development of various types of visual communication design projects	20%	
The ability to use typography, images, diagrams, motion, sequencing, color, and other such elements effectively in the contexts of specific design projects	10%	
Ability to support design decisions with quantitative and qualitative research findings at various stages of project development and presentation	10%	
Ability to ask clear questions, use abstract ideas to interpret information, adopt certain points of view, reach justified results, and present design proposals related to specific standards and measures	10%	

<b>Relationship to Program Student Outcomes (Out of 100%)</b>							
PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8

<b>Evaluation</b>	
<b>Assessment Tool</b>	<b>Weight</b>
Assignment 1	5%
Assignment 2	5%
Project 1	20%
project 2	20%
Final Project	50%

<b>Policy</b>	
Exams	There are two Assignment, two Projects, and final Project.
Cheating	Cheating is not tolerated and against the university rules. Cheating will result in failing the course and reporting the incident to the dean of the college of architecture and design.
Submission of Assignments	<ul style="list-style-type: none"> <li>- All work must be submitted on time.</li> <li>- Late submissions will not be accepted and will not be evaluated.</li> <li>- All assignments should be individually developed. There will be no "team" assignments.</li> <li>- Assignments are normally to be submitted before the next course assignment starts.</li> <li>- Each assignment builds on the previous one, so in case of not submitting an assignment on time, it will be the student's responsibility to catch up and finish the upgraded assignment to continue for the new assignment.</li> </ul>
Participation	Participation is highly appreciated and encouraged

Date Printed: 2024-11-20