Bemidji State University

TADD 3340: Branding & Identity Design

A. COURSE DESCRIPTION

   Credits: 2
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   An introduction to the visual and conceptual problems related to branding. Students also practice digital print production management techniques for all digital assets, and digital layout assembly to create marketing materials in relation to branding. Prerequisite(s): TADD 2200, TADD 2300.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Types of Brand marks
   2. Development of Brand marks
   3. Application of Brand marks, Tag line, colors

D. LEARNING OUTCOMES (General)

   1. summarize the main concepts that influence logo, branding, and identity design.
   2. analyze the application of client personas in the design of branding systems.
   3. develop a personal sketchbook collection of logo and branding studies.
   4. design and present original logo and branding solutions.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted