Bemidji State University

TADD 4850: Advanced 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

This course is an advanced theoretical study of 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 full visual identity systems, and related marketing materials. Prerequisite(s): TADD 3340.

B. COURSE EFFECTIVE DATES: 08/01/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Development of brand marks
2. Application of mark to a broad range of marketing materials
3. Development of a thorough brand "guideline"

D. LEARNING OUTCOMES (General)

1. prioritize their main design influences in contemporary logo, branding, and identity systems.
2. determine and apply best practices in the design of branding systems.
3. develop a personal sketchbook collection of logo and branding studies.
4. compose and present original logo and branding design 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