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