

## Module specification

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*Refer to the module guidance notes for completion of each section of the specification.*

Module code	ARD468
Module title	Introduction to Branding
Level	Level 4
Credit value	10
Faculty	Faculty of Arts, Science and Technology
Module Leader	Lisa Evans
HECoS Code	100061
Cost Code	GADC

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Programme aligned to BA Graphic Design	Stand-alone module

### Pre-requisites

N/A

### Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>18 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	82 hrs
<b>Module duration (total hours)</b>	<b>100 hrs</b>

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Initial approval date	11/5/2021
With effect from date	11/05/2021
Date and details of revision	
Version number	1

## Module aims

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This short course aims to:

- Introduce students to the basic theory and practice of brand development
- Encourage students to analyse and develop a brand

**Module Learning Outcomes** - at the end of this module, students will be able to:

1	Identify brand culture and the importance of branding
2	Analyse brand and develop brand strategy
3	Undertake considered planning devices
4	Compile and utilise a deliberated branding strategy

## Assessment

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Indicative Assessment Tasks:

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2,3	Coursework	40%
2	4	Presentation	60%

### Assessment One (40%)

Students will be assessed on their practical analysis skills during the course through the development of a portfolio of tasks to be executed, collated and submitted each week. The format of the coursework can be decided by the student, this will be presented verbally and can include supplemented materials by means of Apple Pages, Keynote or Numbers; Microsoft Word, Powerpoint or Excel; Adobe CC InDesign, Illustrator, Premiere Pro/Rush, AfterEffects thus allowing for the student to communicate using word processing; spreadsheet/graphs; slide presentation; static/interactive pdf; film or animation, either standalone or mixed platform.

### Assessment Two (60%)

Students will individually present their final project outcome to the group for both peer assessment and academic assessment. The presentation will be a culminated outline of previous work undertaken, an analysis of the outcome and a projection as to future planning.

## Derogations

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*None*

## **Learning and Teaching Strategies**

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The course involves a weekly classroom attendance 2 hours per week. Delivery will be based upon instruction, classroom participation, technical direction with personal and peer appraisal at completion points. Instruction delivery will last between 30-60 minutes, with cognitive activities satisfying the remainder of the lesson.

## **Indicative Syllabus Outline**

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The course will offer an understanding of the common misconceptions about what a brand is and attempt to offer clarity regarding what a brand is. The aim is to offer an introduction to brand analysis and eventually be able to evaluate personal or public branding efforts.

The course offers the student a framework to start building a brand by illuminating the need to connect, differentiate, and focus on creating brand experiences, that branding is more mental and less visual.

Each week will focus on an aspect of brand development and enquiry, marketing theory and analytic proficiency. This short course will provide students with an opportunity to learn the basic concepts used in branding.

Students will be assessed on their weekly tasks and their final presentation.

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- Introduction to branding
  - Examples of and historic and contemporary dissection of popular brands
  - Brand builder workout
- Brand benchmarking
  - Benchmark test
  - Perception mapping exercise
- Authenticity
  - Authentic purpose exercise
  - Purpose driver incentives
- Ambition & desire
  - Definition of motive
  - Brand questionnaire
  - Letter from the future exercise
- Personal ambition
  - Rational intent
  - Brand strategy analysis
- Brand values
  - Brand values matrix
- Brand in context
  - Competitive measure
  - Revisiting perception mapping
- Imagination branding
  - Hero exercise
  - Questionnaire

- Customer analysis
  - Defining customer demographic
  - Assuming brand loyalty drivers

## **Indicative Bibliography:**

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Please note the essential reads and other indicative reading are subject to annual review and update.

### **Essential Reads**

- Nipane, A., 2020. *Graphic Design for Beginners: Fundamental Graphic Design Principles that Underlie Every Design Project*. s.l.:Amazon.

### **Other indicative reading**

- Soto, D. d., 2014. *Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God*. s.l.:BIS.
- White, A., 2011. *Elements of Graphic Design: Second Edition*. s.l.:Allworth Press.

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

### **Core Attributes**

Engaged  
Creative

### **Key Attitudes**

Commitment  
Confidence  
Curiosity  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Critical Thinking  
Organisation  
Emotional Intelligence  
Communication