

ASSIGNMENTS AND MARK SCHEMES

BRANDING

A 8-week course on Branding and Brand Identity.

ASSIGNMENTS

WEEK 1

INTRODUCTION TO BRANDING

An introductory lesson about the evolution of branding, what branding is and their role.

NO SUBMISSION

WEEK 2

POSITIONING AND SEGMENTATION

Explaining the STP (Segmentation, Targeting and Positioning) model within Branding and why its important.

NO SUBMISSION

WEEK 3

THE CUSTOMER JOURNEY

Understanding what the “Customer Journey” is, how to map it and why its important towards branding and design.

NO SUBMISSION

WEEK 4

WHAT MAKES A BRAND?

What are the elements of a brand, the importance and place of the visual element of a Brand.

NO SUBMISSION

WEEK 5

FINDING BRAND VALUE

Understanding how a Brand can have financial value of the company and perceived value by customers.

NO SUBMISSION

WEEK 6

BRAND STRATEGY

Learning what a Brand strategy is and the relevance to a Graphic Designer.

NO SUBMISSION

WEEK 7

COMMUNICATING THE BRAND

Understanding from a business perspective why and how marketing decisions influence design and how a designer can bring visual language to a Brand.

NO SUBMISSION

WEEK 8

BRAND EXTENSIONS

Learning what a Brand Extension Strategy is and its advantages and disadvantages.

NO SUBMISSION

MARK SCHEMES

WEEK 1

N/A

WEEK 2

N/A

WEEK 3

N/A

WEEK 4

N/A

WEEK 5

N/A

WEEK 6

N/A

WEEK 7

N/A

WEEK 8

N/A