


<b>Course Outline</b>	
<b>DSGN7289</b> <b>Visual Communication Design III</b> <b>(6)</b>	
<b>Effective Date</b> 01 September 2016	<b>Study Program</b> Visual Communication Design <b>Revision 0</b>

### 1. Course Description

Visual Communication Design IV course includes initial concepts, the importance of a brand identity that provides a consistent system, from an organization or company to maintain the image of consumer minds.

### 2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

#### 2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

#### 2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain user-contexts & trends, visual communication approaches & technology of new media design.
Graduates will be able to apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
Graduates will be able to analyze visual communication problems & generate new media design solutions.

### 3. Topics

- The Introduction and History of Branding
- Image and brand identity, and the response generated target market/audience
- Indication of the importance of brand identity program and the kinds of categories of symbols
- The basics in the selection of names
- The terms of brand brief
- Phase I: Analysis
- Phase II: Design exploration 1
- Phase II: Design exploration 2
- Phase II: Design exploration 3
- Phase II: Design exploration 4
- Phase III: Completion Design
- Phase IV: Implementation 1
- Phase IV: Implementation 2

### 4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Describe Designing the system integration of brand identity with the concept.
- LO 2: Apply Apply the brand identity system to every subject according the goal.
- LO 3: Arrange Rearrange the preparation stages of building the organization's image, categories, symbols

and impressions caused according to the concept.

- LO 4: Identify the image and brand identity system with the concept.
- LO 5: Explain the concept planning of image and brand identity system.

## 5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Observation, Demonstrate problem-solving through case studies, Discussing the cases, Problem Solving, Research, and Presentation.

## 6. Textbooks and Other Resources

### 6.1 Textbooks

1. Alina Wheeler. (2013). *Designing Brand Identity, an essential guide for the whole branding team*. 04. John Wiley & Sons Inc. New Jersey. ISBN: 9781118099209.
2. Barbara E. Kahn. (2013). *Global brand power : leveraging branding for long - term growth*. 01. Wharton Books Pte Ltd. Philadelphia. ISBN: 9781613630266.
3. Marc Gobe. (2009). *Emotional branding : the new paradigm for connecting brands to people*. 00. 1st Books Library. New York. ISBN: 9781281156720.
4. Amalia E. Maulana. (2012). *Brandmate mengubah just friends menjadi soulmates : branding solution series*. 00. ETNOMARK Consulting. Jakarta. ISBN: 9786021981702.

The book in the first list is a must to have for each student.

### 6.2 Other Resources

1. <http://www.creativebloq.com/branding/create-brand-identity-1233282>
2. <http://www.creativebloq.com/branding/create-brand-identity-1233282>
3. <http://www.slideshare.net/lipmanhearne/developing-a-brand-strategy?related=1>
4. <http://www.designishistory.com/design/identity-and-branding/>,  
[http://www.aef.com/pdf/landa\\_history\\_rev2.pdf](http://www.aef.com/pdf/landa_history_rev2.pdf)
5. <http://www.slideshare.net/lipmanhearne/developing-a-brand-strategy?related=1>
6. <http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process>
7. <https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo>,  
<http://99designs.com/customer-blog/4-logo-redesign-lessons/>
8. <http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php>,
9. [http://www.designhistory.org/Symbols\\_pages/Branding.html](http://www.designhistory.org/Symbols_pages/Branding.html)
10. <http://www.creativebloq.com/branding/create-brand-identity-1233282>
11. <http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/>
12. <https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo>,  
<http://99designs.com/customer-blog/4-logo-redesign-lessons/>
13. <http://www.slideshare.net/lipmanhearne/developing-a-brand-strategy?related=1>
14. <http://http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/>,  
<http://99designs.com/customer-blog/4-logo-redesign-lessons/>
15. <http://studio7designs.com/branding/>
16. <https://http://www.youtube.com/watch?v=JKIAOZZritk>
17. [http://www.prosar.com/inbound\\_marketing\\_blog/bid/169333/7-Criteria-for-a-Great-Brand-Name](http://www.prosar.com/inbound_marketing_blog/bid/169333/7-Criteria-for-a-Great-Brand-Name),  
<https://http://www.logolounge.com/articles/logotrends>
18. <http://www.logodesignlove.com/brand-identity-style-guides>
19. <https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity>
20. <http://www.logodesignsource.com/types.html>, <http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/>
21. <http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/>,  
<http://99designs.com/customer-blog/4-logo-redesign-lessons/>
22. <https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo>,  
<http://99designs.com/customer-blog/4-logo-redesign-lessons/>

## 7. Schedule

### Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 3	The Introduction and History of Branding - The meaning of brand identity - History of symbol	- Introduction and History of Branding - Emotional branding : the new

		- Logo/symbol	<p>paradigm for connecting brands to people, Emotional branding: fuel for success in the twenty-first century, Chapter Introduction, page xiii-xxxii</p> <ul style="list-style-type: none"> <li>- Designing Brand Identity, an essential guide for the whole branding team, Chapter 1, page 2-9,</li> <li>- History of identity and branding, <a href="http://www.designishistory.com/design/identity-and-branding/">http://www.designishistory.com/design/identity-and-branding/</a>, <a href="http://www.aef.com/pdf/landa_history_rev2.pdf">http://www.aef.com/pdf/landa_history_rev2.pdf</a></li> <li>- About symbol, <a href="http://www.designhistory.org/Symbols_pages/Branding.html">http://www.designhistory.org/Symbols_pages/Branding.html</a></li> <li>- What is Branding?, <a href="https://http://www.youtube.com/watch?v=JKIAOZZritk">https://http://www.youtube.com/watch?v=JKIAOZZritk</a></li> </ul>
2 F2F	LO 1 LO 3	<p>The Introduction and History of Branding</p> <ul style="list-style-type: none"> <li>- The meaning of brand identity</li> <li>- History of symbol</li> <li>- Logo/symbol</li> </ul>	<ul style="list-style-type: none"> <li>- Introduction and History of Branding</li> <li>- Emotional branding : the new paradigm for connecting brands to people, Emotional branding: fuel for success in the twenty-first century, Chapter Introduction, page xiii-xxxii</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, Chapter 1, page 2-9,</li> <li>- History of identity and branding, <a href="http://www.designishistory.com/design/identity-and-branding/">http://www.designishistory.com/design/identity-and-branding/</a>, <a href="http://www.aef.com/pdf/landa_history_rev2.pdf">http://www.aef.com/pdf/landa_history_rev2.pdf</a></li> <li>- About symbol, <a href="http://www.designhistory.org/Symbols_pages/Branding.html">http://www.designhistory.org/Symbols_pages/Branding.html</a></li> <li>- What is Branding?, <a href="https://http://www.youtube.com/watch?v=JKIAOZZritk">https://http://www.youtube.com/watch?v=JKIAOZZritk</a></li> </ul>
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4 F2F	LO 1 LO 2 LO 3	Image and brand identity, and the response generated target market/audience <ul style="list-style-type: none"> <li>- Image and brand identity</li> <li>- Various responses</li> <li>- Criteria for Effective Identity</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding of Brand Identity</li> <li>- Emotional branding : the new paradigm for connecting brands to people, A generation explosion targeting new emotional criteria, Marc Gobe, Chapter 1, page 3-27</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Understanding Brand Identity. Alina Wheeler, Chapter 1, page 12-33</li> <li>- Market Research, Alina Wheeler, Chapter 1, page 120-121</li> <li>- Brand Mark, Alina Wheeler, Chapter 1, page 48-64,</li> <li>- Alina Wheeler. 2013. Designing Brand Identity, an essential guide for the whole branding team. John Wiley &amp; Sons Inc. New Jersey. ISBN:9781118099209, <a href="http://www.prosar.com/inbound_marketing_blog/bid/169333/7-Criteria-for-a-Great-Brand-Name">http://www.prosar.com/inbound_marketing_blog/bid/169333/7-Criteria-for-a-Great-Brand-Name</a>, <a href="https://http://www.logolounge.com/articles/logotrends">https://http://www.logolounge.com/articles/logotrends</a></li> </ul>
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7 F2F	LO 1 LO 2 LO 3 LO 4	Indication of the importance of brand identity program and the kinds of categories of symbols <ul style="list-style-type: none"> <li>- Indication of the importance of brand identity program</li> <li>- The advantage of the identity program</li> </ul>	<ul style="list-style-type: none"> <li>- Indication of the importance of brand identity program and the kinds of categories of symbols</li> <li>- Global brand power :</li> </ul>

		<ul style="list-style-type: none"> <li>- Categories of symbol</li> <li>- Logotype/Wordmark</li> <li>- Initial</li> <li>- Symbol (Abstract &amp; Descriptive)</li> </ul>	<ul style="list-style-type: none"> <li>leveraging branding for long - term growth, A Brand's Role in The Four Stages of Purchase Process, Barbara E. Khan, Chapter 1, page 9-28</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Brand Dynamic, Alina Wheeler, Chapter 1, page 66-78</li> <li>- Brand Ideals, Alina Wheeler, Chapter 1, page 28-46,</li> <li>- Logotype/Wordmark, Alina Wheeler, Chapter 1, page 52-55,</li> <li>- Abstract marks, Alina Wheeler, Chapter 1, page 58-59</li> <li>- Logotype / wordmark, <a href="http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/">http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/</a></li> <li>- Abstract marks, <a href="http://www.logodesignsource.com/types.html">http://www.logodesignsource.com/types.html</a>, <a href="http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/">http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/</a></li> </ul>
8 F2F	LO 1 LO 2 LO 3 LO 4	Indication of the importance of brand identity program and the kinds of categories of symbols - Indication of the importance of brand identity program - The advantage of the identity program - Categories of symbol - Logotype/Wordmark - Initial - Symbol (Abstract & Descriptive)	<ul style="list-style-type: none"> <li>- Indication of the importance of brand identity program and the kinds of categories of symbols</li> <li>- Global brand power : leveraging branding for long - term growth, A Brand's Role in The Four Stages of Purchase Process, Barbara E. Khan, Chapter 1, page 9-28</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Brand Dynamic, Alina Wheeler, Chapter 1, page 66-78</li> <li>- Brand Ideals, Alina Wheeler, Chapter 1, page 28-46,</li> <li>- Logotype/Wordmark, Alina Wheeler, Chapter 1, page 52-55,</li> <li>- Abstract marks, Alina Wheeler, Chapter 1, page 58-59</li> <li>- Logotype / wordmark, <a href="http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/">http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/</a></li> </ul>

			<p>al- inspiration/logotypewordmar k-logos-30-creative- examples/ - Abstract marks, <a href="http://www.logodesignsource.com/types.html">http://www.logodesignsource.com/types.html</a>, <a href="http://designinstruct.com/visual-inspiration/logotypewordmark-logos-30-creative-examples/">http://designinstruct.com/visual- inspiration/logotypewordmar k-logos-30-creative- examples/</a></p>
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10 F2F	LO 2 LO 4 LO 5	<p>The basics in the selection of names</p> <ul style="list-style-type: none"> <li>- The reason for name change</li> <li>- Considerations in the replacement name</li> <li>- Evaluation of the renaming</li> </ul>	<ul style="list-style-type: none"> <li>- The basics in the selection of names</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Brand Forming Factors, Alina Wheeler, Chapter 1, page 48-64,</li> <li>- Evaluation of the renaming,</li> </ul>

			<p>Alina Wheeler, Chapter 2, page 142-143,</p> <ul style="list-style-type: none"> <li>- Considering a logo redesign?, <a href="http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/">http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
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13 F2F	LO 1 LO 3 LO 4	<p>The terms of brand brief</p> <ul style="list-style-type: none"> <li>- Brand brief</li> <li>- Designing identity system</li> <li>- Symbol/logotype/signature</li> <li>- Corporate colors</li> <li>- Compatible Typography, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- The terms of Brand Brief</li> <li>- Emotional branding : the new paradigm for connecting brands to people, Color that mesmerize/symbols that captive, Marc Gobe, Chapter 1, page 77-84</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Understanding of brand brief, Alina Wheeler,</li> </ul>



			<p>Chapter 2, page 138-143,</p> <ul style="list-style-type: none"> <li>- Designing identity system, Alina Wheeler, Chapter 2, page 144-160,</li> <li>- Logotype/Wordmark, Abstract marks, Alina Wheeler, Chapter 1, page 52-59</li> <li>- Corporate color and compatible typography, Alina Wheeler, Chapter 1, page 150-155</li> <li>- Design identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a></li> </ul>
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			<p>Chapter 1, page 52-59</p> <ul style="list-style-type: none"> <li>- Corporate color and compatible typography, Alina Wheeler, Chapter 1, page 150-155</li> <li>- Design identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a></li> </ul>
16 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase I: Analysis <ul style="list-style-type: none"> <li>- Early Briefing</li> <li>- Research</li> <li>- Questionnaires</li> <li>- Brand identity process</li> </ul>	<ul style="list-style-type: none"> <li>- Phase I: Analysis</li> <li>- Global brand power : leveraging branding for long - term growth, A Brand's Role in The Four Stages of Purchase Process, Barbara E. Khan, Chapter 1, page 9-28</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Early brand brief, Alina Wheeler, Chapter 2, page 138-143,</li> <li>- Research, Alina Wheeler, Chapter 2, page 116-125,</li> <li>- Brand identity process, Alina Wheeler, Chapter 2, page 102-111.</li> <li>- Research, <a href="https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity">https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity</a></li> </ul>
17 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase I: Analysis <ul style="list-style-type: none"> <li>- Early Briefing</li> <li>- Research</li> <li>- Questionnaires</li> <li>- Brand identity process</li> </ul>	<ul style="list-style-type: none"> <li>- Phase I: Analysis</li> <li>- Global brand power : leveraging branding for long - term growth, A Brand's Role in The Four Stages of Purchase Process, Barbara E. Khan, Chapter 1, page 9-28</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Early brand brief, Alina Wheeler, Chapter 2, page 138-143,</li> <li>- Research, Alina Wheeler, Chapter 2, page 116-125,</li> <li>- Brand identity process, Alina Wheeler, Chapter 2, page 102-111.</li> <li>- Research, <a href="https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity">https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity</a></li> </ul>
18 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase I: Analysis <ul style="list-style-type: none"> <li>- Early Briefing</li> <li>- Research</li> <li>- Questionnaires</li> <li>- Brand identity process</li> </ul>	<ul style="list-style-type: none"> <li>- Phase I: Analysis</li> <li>- Global brand power : leveraging branding for long - term growth, A Brand's Role in The Four Stages of</li> </ul>

			<p>Purchase Process, Barbara E. Khan, Chapter 1, page 9-28</p> <ul style="list-style-type: none"> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Early brand brief, Alina Wheeler, Chapter 2, page 138-143,</li> <li>- Research, Alina Wheeler, Chapter 2, page 116-125,</li> <li>- Brand identity process, Alina Wheeler, Chapter 2, page 102-111.</li> <li>- Research, <a href="https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity">https://creativemarket.com/blog/2013/07/23/designing-a-brand-identity</a></li> </ul>
19 F2F	LO 2 LO 3 LO 4 LO 5	<p>Phase II: Design exploration 1</p> <ul style="list-style-type: none"> <li>- Data summary for the early stages</li> <li>- Practical considerations when designing symbols</li> </ul>	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 1</li> <li>- Global brand power : leveraging branding for long - term growth, Quantitative Methods for Assessing Brand Value, Barbara E. Khan, Chapter 4, page 61-78</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Audit readout, Alina Wheeler, Chapter 2, page 130-131,</li> <li>- Clarifying Strategy, Alina Wheeler, Chapter 2, page 132-137,</li> <li>- Considering a logo redesign?, <a href="http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/">http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
20 F2F	LO 2 LO 3 LO 4 LO 5	<p>Phase II: Design exploration 1</p> <ul style="list-style-type: none"> <li>- Data summary for the early stages</li> <li>- Practical considerations when designing symbols</li> </ul>	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 1</li> <li>- Global brand power : leveraging branding for long - term growth, Quantitative Methods for Assessing Brand Value, Barbara E. Khan, Chapter 4, page 61-78</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Audit readout, Alina Wheeler, Chapter 2, page 130-131,</li> <li>- Clarifying Strategy, Alina Wheeler, Chapter 2, page</li> </ul>

			<p>132-137,</p> <ul style="list-style-type: none"> <li>- Considering a logo redesign?, <a href="http://http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/">http://http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
21 F2F	LO 2 LO 3 LO 4 LO 5	<p>Phase II: Design exploration 1</p> <ul style="list-style-type: none"> <li>- Data summary for the early stages</li> <li>- Practical considerations when designing symbols</li> </ul>	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 1</li> <li>- Global brand power : leveraging branding for long - term growth, Quantitative Methods for Assessing Brand Value, Barbara E. Khan, Chapter 4, page 61-78</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Audit readout, Alina Wheeler, Chapter 2, page 130-131,</li> <li>- Clarifying Strategy, Alina Wheeler, Chapter 2, page 132-137,</li> <li>- Considering a logo redesign?, <a href="http://http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/">http://http://blog.saijogeorge.com/big-brand-logo-redesign-success-failure-stories/</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
22 F2F	LO 2 LO 3 LO 4 LO 5	<p>Phase II: Design exploration 2</p> <ul style="list-style-type: none"> <li>- Development of previous material</li> </ul>	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 2</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165,</li> <li>- Developing-a-brand-strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#">https://http://www.logolounge.com/article/2014logotrends#</a></li> </ul>

			.VTinKfApqSo, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a>
23 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 2 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 2</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165,</li> <li>- Developing-a-brand-strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
24 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 2 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 2</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165,</li> <li>- Developing-a-brand-strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>

25 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 3 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 3</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165.</li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> <li>- Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> </ul>
26 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 3 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 3</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165.</li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> <li>- Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> </ul>
27 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 3 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 3</li> <li>- Designing Brand Identity, an essential guide for the whole branding team,</li> <li>- Trial Applications, Alina Wheeler, Chapter 2, page 160-161,</li> </ul>

			<ul style="list-style-type: none"> <li>- Examples of previous work, Alina Wheeler, Chapter 3, page 212-310,</li> <li>- Development of materials, Alina Wheeler, Chapter 2, page 164-165.</li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> <li>- Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> </ul>
28 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 4 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 4</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Trial Applications, Alina Wheeler, Chapter 2, page 160-161, - Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, - Development of materials, Alina Wheeler, Chapter 2, page 164-165.</li> <li>- Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> <li>- Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a>, <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a></li> </ul>
29 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 4 - Development of previous material	<ul style="list-style-type: none"> <li>- Phase II: Design exploration 4</li> <li>- Designing Brand Identity, an essential guide for the whole branding team, - Trial Applications, Alina Wheeler, Chapter 2, page 160-161, - Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, - Development of materials, Alina Wheeler, Chapter 2, page 164-165.</li> <li>- Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a></li> </ul>

			brand-strategy?related=1 - Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a> , <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a>
30 F2F	LO 2 LO 3 LO 4 LO 5	Phase II: Design exploration 4 - Development of previous material	- Phase II: Design exploration 4 - Designing Brand Identity, an essential guide for the whole branding team, - Trial Applications, Alina Wheeler, Chapter 2, page 160-161, - Examples of previous work, Alina Wheeler, Chapter 3, page 212-310, - Development of materials, Alina Wheeler, Chapter 2, page 164-165. - Development of brand strategy, <a href="http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1">http://www.slideshare.net/lipmanhearnedeveloping-a-brand-strategy?related=1</a> - Examples of previous work, <a href="https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo">https://http://www.logolounge.com/article/2014logotrends#.VTinKfApqSo</a> , <a href="http://99designs.com/customer-blog/4-logo-redesign-lessons/">http://99designs.com/customer-blog/4-logo-redesign-lessons/</a>
31 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase III: Completion Design - System Design Presentations to clients - Presentations to clients	- Phase III: Completion Design - Designing Brand Identity, an essential guide for the whole branding team, - Designing identity system, Alina Wheeler, Chapter 2, page 144-160, - Presentation, Alina Wheeler, Chapter 2, page 161-162. - Designing identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a> - Designing identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a>
32 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase III: Completion Design - System Design Presentations to clients - Presentations to clients	- Phase III: Completion Design - Designing Brand Identity, an essential guide for the whole branding team, - Designing identity system, Alina Wheeler, Chapter 2, page 144-160, - Presentation, Alina Wheeler, Chapter 2, page 161-162. - Designing identity system,



			<a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a> - Designing identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a>
33 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase III: Completion Design - System Design Presentations to clients - Presentations to clients	- Phase III: Completion Design - Designing Brand Identity, an essential guide for the whole branding team, - Designing identity system, Alina Wheeler, Chapter 2, page 144-160, - Presentation, Alina Wheeler, Chapter 2, page 161-162. - Designing identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a> - Designing identity system, <a href="http://www.creativebloq.com/branding/create-brand-identity-1233282">http://www.creativebloq.com/branding/create-brand-identity-1233282</a>
34 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 1 - Important things in GSM	- Phase IV: Implementation 1 - Designing Brand Identity, an essential guide for the whole branding team, Guide Standard manual, Alina Wheeler, Chapter 3, page 196-205, - Corporate-identity-manual-brand-style-guide, <a href="http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php">http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php</a> , - Brand-identity-style-guides, <a href="http://www.logodesignlove.com/brand-identity-style-guides">http://www.logodesignlove.com/brand-identity-style-guides</a>
35 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 1 - Important things in GSM	- Phase IV: Implementation 1 - Designing Brand Identity, an essential guide for the whole branding team, Guide Standard manual, Alina Wheeler, Chapter 3, page 196-205, - Corporate-identity-manual-brand-style-guide, <a href="http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php">http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php</a> , - Brand-identity-style-guides, <a href="http://www.logodesignlove.com/brand-identity-style-guides">http://www.logodesignlove.com/brand-identity-style-guides</a>
36 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 1 - Important things in GSM	- Phase IV: Implementation 1 - Designing Brand Identity, an essential guide for the whole branding team, Guide Standard manual, Alina Wheeler, Chapter 3, page

			196-205, - Corporate-identity-manual-brand-style-guide, <a href="http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php">http://www.logoorange.com/corporate-identity-manual-brand-style-guide.php</a> , - Brand-identity-style-guides, <a href="http://www.logodesignlove.com/brand-identity-style-guides">http://www.logodesignlove.com/brand-identity-style-guides</a>
37 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 2 - Planning strategy in the last presentation	- Phase IV: Implementation 2 - Designing Brand Identity, an essential guide for the whole branding team, Presentation, Alina Wheeler, Chapter 2, page 161-162, - Presentation, <a href="http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process">http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process</a> - Presentation, <a href="http://studio7designs.com/branding/">http://studio7designs.com/branding/</a>
38 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 2 - Planning strategy in the last presentation	- Phase IV: Implementation 2 - Designing Brand Identity, an essential guide for the whole branding team, Presentation, Alina Wheeler, Chapter 2, page 161-162, - Presentation, <a href="http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process">http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process</a> - Presentation, <a href="http://studio7designs.com/branding/">http://studio7designs.com/branding/</a>
39 F2F	LO 1 LO 2 LO 3 LO 4 LO 5	Phase IV: Implementation 2 - Planning strategy in the last presentation	- Phase IV: Implementation 2 - Designing Brand Identity, an essential guide for the whole branding team, Presentation, Alina Wheeler, Chapter 2, page 161-162, - Presentation, <a href="http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process">http://www.slideshare.net/iheartbrand1/visual-brand-identity-development-and-implementation-process</a> - Presentation, <a href="http://studio7designs.com/branding/">http://studio7designs.com/branding/</a>

## 8. Evaluation

### Theory

Assessment Activity	Weight	Learning Outcomes				
		1	2	3	4	5
Assignment	50%					
Mid Exam	20%					
Final Exam	30%					

**Practicum**

-

**Final Evaluation Score**



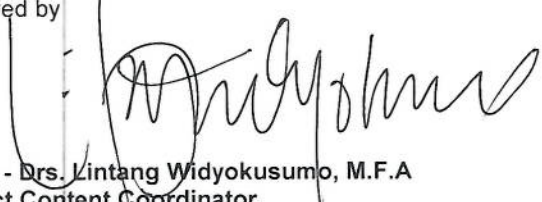

Aspects	Weight
Theory	100%
Practicum	0%

**9. A. Assessment Rubric (Study Program Specific Outcomes)**

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1 Ability to designing the system integration of brand identity with the concept.	Using different techniques for which problems in various angels with fully completely, correct and clearly to make a conclusion, up to 90%	Using different techniques for which problems in various angels with fully almost completely and correct and clearly to make a conclusion, at least 85%	Using different techniques for which problems in various angels with fully incompletely and correct but clearly to make a conclusion, at least 75%	Using different techniques for which problems in various angels with fully incompletely and unclearly to make a conclusion
	1.2 Ability to explain the concept planning of of image and brand identity system.	The concept planning by quick is completely and clearly describe with correct of identify the image and identity, up tp 90%	The concept planning by quick is almost completely and clearly describe with correct of identify the image and identity, at least 85%	The concept planning by quick is incompletely but clearly describe with correct of identify the image and identity, at least 70%	The concept planning by quick is incompletely and unclearly describe with correct of identify the image and identity
LO 2	2.1 Ability to create the brand identity system to every subject	All of different the identity system in various media to every subject is completely, correct and clearly created, up to 90%	All of different the identity system in various media to every subject is almost completely, correct and clearly created, at least 85%	All of different the identity system in various media to every subject is incompletely , correct but clearly created, at least 70%	All of different the identity system in various media to every subject is incompletely , correct and clearly created
	2.2 Ability to apply the brand identity system to every subject	All different the identity system in various media to	All different the identity system in various media to	All different the identity system in various media to	All different the identity system in various media to

		every subject is completely and clearly applied, up to 90% applied	every subject is almost completely and clearly applied, at least 85%	every subject is incompletely but clearly applied, at least 70%	every subject is incompletely and unclearly applied
LO 3	3.1 Ability to plan how to rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused	The planning how to rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused by quick is completely and clearly described with correct to improve knowledge skills, up to 90% planned and correctness	The planning how to rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused by quick is almost completely and clearly described with correct to improve knowledge skills, at least 85% planned and correctness	The planning how to rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused by quick is incompletely but clearly described with correct to improve knowledge skills, at least 70% planned and correctness	The planning how to rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused by quick is incompletely and unclearly described with correct to improve knowledge skills
	3.2 Ability to create the preparation stages of building the organization's image, categories, symbols and impressions caused	The preparation stages of building the organization's image, categories, symbols and impressions caused by quick is completely and clearly described with correct to improve knowledge skills, Up to 90% excellent created	The preparation stages of building the organization's image, categories, symbols and impressions caused by quick is almost completely and clearly described with correct to improve knowledge skills, at least 85% in good created	The preparation stages of building the organization's image, categories, symbols and impressions caused by quick is incompletely but clearly described with correct to improve knowledge skills, at least 70% in created	The preparation stages of building the organization's image, categories, symbols and impressions caused by quick is incompletely and unclearly described with correct to improve knowledge skills
LO 4	4.1 Ability to Identify the image and brand identity system with the concept.	The concept planning by quick is completely and clearly describe	The concept planning by quick is almost completely and clearly	The concept planning by quick is incompletely but clearly describe	The concept planning by quick is incompletely and unclearly

LO 5		with correct of identify the image and identity, up tp 90%	describe with correct of identify the image and identity, at least 85%	with correct of identify the image and identity, at least 70%	describe with correct of identify the image and identity
	4.2 Ability to explain the concept application of identify the image and identity	The concept application by quick is completely and clearly describe with correct of identify the image and identity, up to 90%	The concept application by quick is almost completely and clearly describe with correct of identify the image and identity, at least 85%	The concept application by quick is incompletely but clearly describe with correct of identify the image and identity, at least 70%	The concept application by quick is incompletely and unclearly describe with correct of identify the image and identity
	5.1 Ability to explain the concept planning of identify the image and identity	The concept planning by quick is completely and clearly describe with correct of identify the image and identity, up tp 90%	The concept planning by quick is almost completely and clearly describe with correct of identify the image and identity, at least 85%	The concept planning by quick is incompletely but clearly describe with correct of identify the image and identity, at least 70%	The concept planning by quick is incompletely and unclearly describe with correct of identify the image and identity
	5.2 Ability to explain the concept application of identify the image and identity	The concept application by quick is completely and clearly describe with correct of identify the image and identity, up to 90%	The concept application by quick is almost completely and clearly describe with correct of identify the image and identity, at least 85%	The concept application by quick is incompletely but clearly describe with correct of identify the image and identity, at least 70%	The concept application by quick is incompletely and unclearly describe with correct of identify the image and identity

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