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Dick Swart, Jorgen Koolwijk

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Module Guide Brand Design

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1 Introduction

1.1 The specialisation

The module Brand Design is part of the specialisation 'Branding'. The assessment for this module is part of the assessment of the entire specialisation. This document does not describe how you are graded etc. It merely contains what we are doing in the lessons and what you have to make. The results of this module and the findings of the teacher are used in the assessment of the entire specialisation.

1.2 The module Brand Design

In the module 'Brand Design' you will learn how to analyse and design a brand. You will use relevant brand-design theories and models. Also you will learn how to develop brand touchpoints on the basis of a Brand Identity Guide. With these skills and this knowledge you will be able to contribute to a (re)branding process. It exists of two assignments. $\frac{1}{4}$ of the time is spent on assignment 1 and $\frac{3}{4}$ of the time on assignment 2.

1.3 Assignment 1 'Brand Analysis'

In this assignment you'll analyse an existing brand. Bases on the book "Designing Brand Identity" from Alina Wheeler. You'll 'reverse engineer' a brand from its 'touchpoints' towards the brands' inner core. The so called 'Brand Identity'. This assignment will take about 9 weeks and is entirely 'online'. In the end you'll write an article for a fictional magazine with the tacky name 'Brand News' and you'll make a new poster for this Brand.

1.4 Assignment 2 'Brand Design'

In three phases we will take you through all steps of the branding process. The necessary theory and best practices will be handed to you 'just in time' so that you can work with them at the appropriate moment. These phases are:

- Business Concept phase
- Brand Identity phase
- Visual identity & brand touchpoints phase

In the end you'll make a Brand Identity Guide (BIG) and a small exhibition with several touchpoints based on the BIG. This assignment takes about 19 weeks

Important!

We'll be giving each other feedback every week where you show your progress by hanging it on the wall. So it is very important that you are able to print (A3) at school.

2 Set-Up of the module

2.1 What will you need for this module ?

You need to bring to every meeting:

- Laptop with MS-Office and Adobe Creative Suite
- Drawing materials, b/w pencils, colour pencils, b/w markers and an A3 sketchbook and/or a firm stack of A3 paper

2.2 Literature

Compulsory

‘The advertising Concept Book’, Pete Barry (ISBN 879-0-500-51898-4)

‘Brand Design’, Ruud Boer (ISBN 9789043036115)

2.3 Attendance and the role of meetings

It is not mandatory to be present at meetings. Nevertheless, you should always be able to show the results of the assignments to your lecturers. The assignments will be distributed and explained during class meetings. During these meetings you will work on them and receive oral feedback. Therefore it is important to attend all meetings. If you are unable to come (due to for instance a wedding or a funeral) please contact your lecturer about how you can compensate lost time. You can also ask your fellow students.

2.4 Materials needed

All necessary materials are available through Canvas. Your lecturer may use hand-outs in class about current themes. When possible these materials will also be made available through Canvas. Be sure to have with you:

- Your laptop with Adobe and MS-Office
- B/W pencils and pens
- A3 paper
- All your work in progress on paper for the Wall-discussions

3 Assignment 1: Brand Analysis

3.1 The Case

The world of ‘fast moving consumer goods’ is a fierce one. Every year numerous products are introduced and most of them ‘die’ within a year. Others exist for years and have quite an evolution.



Your assignment is to pick an interesting brand in the domain ‘fast moving consumer goods’ Products that you can find in stores and that are bought ‘easily’. From WASA Knäckebröt to Sellotape so to say. Think of the brands above, but you’re free to pick one that you’re interested in.



Some Brands are very old and have become ‘iconic’. Take Stabilo pencils for instance. Google the history of the brand ‘Stabilo’ and you’ll find out that the characteristic white stripes on the pens and pencils all started with a fabrication fault. The older the brand the more interesting it is to analyse.

You’re going to analyse this brand the first quarter with the book ‘Designing Brand Identity’ as your guide. The lessons are all ‘online’. We are going to ‘reverse engineer’ this brand. We start by collecting all kind of touchpoints, delve in the history of the brand, discover the competition and end with a description of the Brand Identity.

You’ll process your findings in an article for the fictitious magazine ‘Brand News’. And you’ll make a new Poster for your Brand. Guidelines for this article are given during class

It is of the utmost importance that you really have the book ‘Brand Design’. We’ll be referring to it during the lessons and you’ll be given reading assignments also.

4 Assignment 2: Brand Design

4.1 The Case

We all know the scenes in wild west movies where the hero is threatened by the bad guys with a 'Branding Iron'. Nowadays no organisation can do without a Brand Identity. Cities use city branding, butchers don't only sell sausages, they also have an elaborate house-style. Even freelancers and visual artists use personal branding. And still, branding is not a new phenomenon. Already in the Middle Ages farmers branded their free-roaming cattle to prevent theft. In later centuries producers branded their products to prevent fraud. Even in Pompei brands have been found that refer to shops in that city. Initially brands have been used to prevent theft and fraud, but from very early on it was obvious that growing name recognition was another effect of these practices. A Brand Design can develop itself from different starting points. For example the introduction of a new product, a change of company name, the refreshing of an obsolete brand a merger etc. In the Case we will take the future cooperation of two companies as our starting point.

Company X and Company Y are starting an extensive cooperation. The goal could be to introduce a new combined product/service under a new brand name. In a duo with a fellow student, you'll be asked to develop a new brand for this business concept.

You may decide yourselves which two companies that will be and you may also decide the form of the extensive cooperation. Commercial viability is not the focus of the case. What is important is that you as a team come up with a new Brand Identity that is based on the two 'old' identities and on the form of cooperation. Of module your proposals should be imaginable and credible.

Examples

| Good | Bad |
|---|---|
| Two major Dutch newspapers start a cooperation to publish an English language newspaper aimed at foreigners living in the Netherlands | EasyJet and Volvo start a ferry service between the island of Texel and the Dutch mainland |
| Gamma and Intratuin merge into one brand | Butcher Wipsema and Baker de Knol together start selling sandwiches at the Wednesday market |
| Luijngaarden (rooftiles) and Sunbeam (flexible solar panels) together introduce a 'solar rooftile' | Philips and Tesla start selling energy efficient lamp bulbs under one name |

Conditions

The conditions your choice must meet are:

- The companies should be profit based.
- The product or service needs to be a product or service aimed at consumers.
- The product or service needs to have a physical component
- No multinationals but also no very small companies.

Remark: Profit based doesn't mean they don't have a mission to contribute to a better world. Nowadays it is part of their branding efforts (and hopefully act upon it)

5 The module in detail

Overview

| | | | | | | |
|----------------|-------|-----------------------------|----------------------------|---------------------------|-------------------------|--------------------------|
| | Wk1 | Wk2 t/m Wk8 | Wk9 t/m Wk10 | Wk11 tot and met Wk17 | | Wk18 t/m Wk19 |
| Live lessons | intro | Brand Design 7 lessons | Brand Analysis Deadline | Brand Design 6 lessons | Brand Design Deadlin | Exhibition & Assessments |
| Online lessons | | Brand Analysis 7 lessons | | Brand Design 6 lessons | | |

Quarter C

| Week | Brand Design lessons (live) | Brand Analysis lessons (online) |
|------|---|--|
| 1 | Getting to know each other Forming groups of 2 for assignment 2 Introduction assignment 1 & 2 | No lesson |
| 2 | Sketch gymnastics 1 Why branding & Canvas selection business concepts | Discussing theory 'Foreword & Brand Basics' Discussing possible brands |
| 3 | Sketch gymnastics 2 Brand basics & Customer journey Final choice brand concept | Discussing theory touchpoints (H6, H7) Discussing found touchpoints |
| 4 | No lessons, 'Spring Break' | |
| 5 | Sketch gymnastics 3 Archetypes, Brand names | Discussing theory 'Visual identity' (H5) Discussing design elements |
| 6 | Sketch gymnastics 4 Brand story Other tools | Discussing theory 'mental identity' (H4) Discussing competitors and alternatives |
| 7 | Poster presentation & document 'Brand Identity' Image collection | Discussing brand strategy & BD (H2 H3) Discussing Logo's Presentation 'Magazine article' |
| 8 | Visual Identity Visual Families | Discussing first draft article & poster |
| 9 | Designing logo's Image policy | Discussing progress article & poster |
| 10 | Deadline Brand analysis (handing in the article & poster, printed) | No lesson |

Quarter D

| Week | Brand Design lessons (live) | Brand Design lessons (online) |
|-------------|---|--------------------------------------|
| 11 | Sketching gymnastics 5 Dynamic Identity & Brand Identity guide Setting up the Brand Identity Guide | Group meetings |
| 12 | Colour & typography Working on Brand Identity Guide | Group meetings |
| 13 | Sketching gymnastics 6 Working on Brand Identity Guide | Group meetings |
| 14 | Sketching gymnastics 7 Touchpoints Deciding on what touchpoints to make | Group meetings |
| 15 | Sketching gymnastics 8 Your progress | Group meetings |
| 16 | Your progress | Group meetings |
| 17 | Deadline Brand Identity Guide Setting up the exhibition | No lesson |
| 18 | During these three weeks you'll be working on the exhibition and you'll have an assessment of the entire specialisation | |
| 19 | | |
| 20 | | |

6 Lessons assignment 1: Brand Analysis

The book Designing Brand Identity is referred to as BDI below. Make sure that you have this book with you during these online lessons. Also be sure that you can easily share & show your progress in Teams.

Week 1 'Introduction'

| | |
|----------|--|
| In class | The first week, you'll be introduced in both assignments. During this lesson you'll form groups of two and for Brand Analysis you will (individually) start looking for a suitable fast moving consumer good that you're going to analyse. |
| To do | <ul style="list-style-type: none"> • Choosing a suitable example of a fast moving consumer good • Read BDI Chapters: Foreword and Brand Basics |

Week 2

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Explaining the assignment in detail • Choose your Brand to analyse • Discussing BDI chapters Foreword and Brand Basics |
| To do | <ul style="list-style-type: none"> • Collecting Brand touchpoints from your Brand • Read BDI chapters: Phase 4. |

Week 3

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Discussing found touchpoints • Discussing BDI chapter Phase 4 |
| To do | <ul style="list-style-type: none"> • Defining Design elements • Read BDI chapter: Phase 3. |

Week 5

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Discussing Design elements • Discussing BDI chapter Phase 3 |
| To do | <ul style="list-style-type: none"> • Research the Branche: Competitors and alternatives • Get in contact with the Brand Owner, try to get an appointment for an interview |

Week 6

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Discussing results Competitors and alternatives • Discussing results search for Brand Owner |
| To do | <ul style="list-style-type: none"> • Analyse the logo of your brand in relation to the competitors • Read BDI chapter: Brand elements. |

Week 7

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Discussing results logo analysis • Theory & examples magazine articles |
| To do | <ul style="list-style-type: none"> • Read BDI chapter: Brand Ideals. • Defining brand ideals from your brand • First draft article (plain text) & sketches of Poster |

Week 8

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Discussing Brand Ideals • Discussing results defining Brand Ideals • Discussing first draft article & sketches of Poster |
| To do | <ul style="list-style-type: none"> • Writing article & designing poster • Further research if needed |

Week 9

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Discussing progress article & poster |
| To do | <ul style="list-style-type: none"> • Writing article & poster • Further research if needed |

Week 10 Live lesson, Deadline article

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Hand in article & poster on paper • Showing/reading each other's article & poster (not a presentation) |
|----------|---|

7 Lessons assignment 2: Brand Design

In the beginning of the lessons we start with Sketching Gymnastics. In short 20 minute sessions we develop our ‘drawing muscles’ with simple exercises. It will make you more confident in drawing ‘as a communication tool’ Nothing fancy, just like a workout in the Gym. Always take b/w pencils, b/w pens and plain simple A3 paper with you. (you know where to find that, don’t you?)

In a Wall-discussion we hang everything up that we made on the wall and give each other feedback on the progress.

Week 1 Introduction

| | |
|----------|--|
| In class | The first week, you’ll be introduced in both assignments. During this lesson you’ll form groups of two and for Brand Analysis you will (individually) start looking for a suitable fast moving consumer good that you’re going to analyse. |
| To do | <ul style="list-style-type: none"> • Get to know each other and discuss what you’ll expect from the assignment and each other and maybe get some ideas for the product/service |

Week 2

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 1 • Presentation ‘Why Branding’ • Presentation ‘Canvas • Selecting business concepts |
| To do | <ul style="list-style-type: none"> • Team: Evaluate the business concepts that you have • Team: Make a canvas model of the two ‘best’ ones |

Week 3

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 2 • Wall-discussion of the two business concepts • Presentation ‘Brand Basics’ • Presentation ‘Customer journey’ • Selecting a your final business concept |
| To do | <ul style="list-style-type: none"> • Team: Enrich and finetune your business concept |

Week 5

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 3 • Wall-discussion final business concept • Presentation ‘Archetypes’ • Presentation ‘Brand names’ |
| To do | <ul style="list-style-type: none"> • Team: Start to define your Brand Identity |

Week 6

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 4 • Recap Brand Identity thus far • Presentation ‘Brand story’ • Two easy tools • Working on Brand Identity |
| To do | <ul style="list-style-type: none"> • Team: Finalize your Brand Identity |

Week 7

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Poster presentation Brand Identity & document Brand Identity • Presentation ‘Image collection’ • Working on an image collection |
| To do | <ul style="list-style-type: none"> • Team: Collect images etc for your Image Collection |

Week 8

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Computer-discussion image collection • Presentation Visual Identity • Presentation ‘Visual Families’ • Working Visual Families |
| To do | <ul style="list-style-type: none"> • <u>Team: Create Visual Families</u> |

Week 9

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Wall-discussion Visual families • Presentation Logo’s • Presentation ‘Image policy’ • Working on Logo & image policy |
| To do | <ul style="list-style-type: none"> • Team: Work on logo & image policy |

Week 10

| | |
|-------|--|
| | Hand in Deadline Article & poster for Brand Analysis |
| To do | <ul style="list-style-type: none"> • Work on your project |

In the second quarter, the online lessons are used to discuss the progress of your project in small groups and they are not described here (for that would be silly, wouldn't it).

Week 11

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 5 • Wall-discussion 'Logo • Presentation 'Dynamic Identity' • Presentation 'The Brand Identity Guide' • Working on Brand Identity Guide (chapters etc) |
| To do | <ul style="list-style-type: none"> • Team: Work on logo (dynamic) & Set up Brand Identity guide |

Week 12

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Wall-discussion 'Your progress' • Presentation 'Colour & Typography' • Working on Brand Identity Guide |
| To do | <ul style="list-style-type: none"> • Team: Work on your project |

Week 13

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 6 • Wall-discussion 'Your progress' • Working on Brand Identity Guide |
| To do | <ul style="list-style-type: none"> • Team: Work on your project |

Week 14

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Wall-discussion ‘Your progress’ • Sketching Gymnastics 7 • Presentation ‘Touchpoints’ • Deciding on what touchpoints to make |
| To do | <ul style="list-style-type: none"> • Team: Work on your project |

Week 15

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Sketching Gymnastics 8 • Wall-discussion ‘Your progress’ |
| To do | <ul style="list-style-type: none"> • Team: Work on your project |

Week 16

| | |
|----------|---|
| In class | <ul style="list-style-type: none"> • Wall-discussion ‘Your progress’ |
| To do | <ul style="list-style-type: none"> • Team: Work on your project |

Week 17 Live lesson, Deadline Brand Identity Guide

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • Hand in Brand Identity Guide on paper and pdf • Showing/reading each other’s B.I.G. (not a presentation) • Setting up the exhibition |
|----------|--|

Week 18, 19 and 20

| | |
|----------|--|
| In class | <ul style="list-style-type: none"> • During these three weeks you’ll be working on the exhibition and you’ll have an assessment of the entire specialisation, More details during the lessons |
|----------|--|

Appendix A: Learning Tasks & Learning Outcomes

7.1 Learning Tasks

The Learning Tasks in the module 'Brand Design' are derived from the professional duties of a competent starting professional in a design agency or an advertising agency.

Professional duties:

- Analyzing existing brands
- Developing Brand Design concepts
- Developing Brand Identities
- Developing Brand touchpoints based on a Brand Identity
- Reflecting upon the quality of concepts and executions

7.2 Learning Outcomes

On the basis of the above mentioned Learning Tasks the following Learning Outcomes have been formulated:

- The student can analyse and describe existing brands based on theories and best practices.
- The student can develop a creative, innovative and effective brand concept using theory, and examples and conventions from the professional practice.
- The student can develop effective substantiated brand touchpoints based on the Brand Concept and on his/her personal interest.