

**Danish School of Media and Journalism**  
**VC Graphic Design**  
**Course description**  
**Spring 2020**

**4th semester**

**Visual Identity: Design**

**Duration: 6 weeks (10 ECTS)**

**Course objectives**

To learn the design process related to conceive a visual brand identity. The student will understand how to translate a verbal branding strategy into a visual identity, that enhances the perception of the brand. The student will be able to develop a designguide for a complex, yet coherent, design system with an appropriate 'toolbox' of design components applied to a multitude of devices and media.

**Core subjects**

A student who has fully completed the course objectives will be able to:

- Empathize and gain insights by analysis of a brand, its environment and stakeholders.
- Use operational branding models, tools for idea generation and systematic methods to solve complex design problems.
- Develop a brand strategy and debrief an initial client requisition.
- Ideate, test and develop visual concepts by generating a vast amount of sketches, and extract the best suited solution for the given client.
- Develop a comprehensive dynamic visual identity with basic design components.
- Implement adaptive application across print media and responsive digital devices.
- Define basic components, templates, rules and principles for applications in an online designguide (design manual).
- Pitch a proposal for a visual identity.

**Learning goals**

After completing the course, the student will have insight and knowledge of:

- Practical experience in handling a multidisciplinary design process.
- Maintain visual coherens across a vast amount of media, formats and devices.
- Ensuring that a designguide is comprehensible, ensuring that subsequent design products remain on-brand.

**Tools**

Adobe CC/Illustrator, InDesign, Photoshop and After Effects.

**Attributes**

Empathy and perception skills. Understanding of customer needs and behavior. Strong analytical and strategic thinking. Visual literacy. Overview, originality and diligence.

**Methods**

Lectures, group tuition, group work, self-study, peer feedback, tutorials and assignments.

### **Literature**

Wheeler, A. : *Designing Brand Identity*, 5th ed. John Wiley & Sons, Inc., 2017.  
Olins, W.: *Corporate Identity*, Thames & Hudson, 1994.  
Klanten, R. & Sinofzik, A.: *Visual Identities for Small Business*, Gestalten, 2012.  
Hanington, B. & Martin, B.: *Universal Methods of Design*, Rockport, 2012.  
Johnson, M.: *Branding in 5 1/2 steps*, Phaidon Press, 2002.  
Møller, A.M.: *Fra Ord til Form*, Report, DMJX, 2017.  
Møllerup, P. : *Marks of Excellence*, Phaidon Press Limited, 2001.  
Nes, I. van: *Dynamic Identities*, BIS, 2012.  
Online tutorials: Lynda.com.  
Notes and slides.

### **Compulsory attendance/compulsory participation**

In order to pass the course, all assignments must be punctually handed in and approved, the concluding project must be passed and the student must have been active and have fulfilled the requirements for attendance and participation in all scheduled lessons.

### **Examination**

Examination form: Individual or groups of max. 2 students. 30-minutes oral exam incl. voting (40 minutes for group exams), on the basis of a written report in which the students must demonstrate their capability to independently perform tasks in visual identity.  
An overall assessment on the 7-point scale with internal examiner and external censor.

### Study activity model:

