

Corporate Identity and Branding

Programme course

10 credits

Grafisk profilering & varumärken

TNGD22

Valid from:

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

2017-01-25

Replaced by

TEAE15

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G1X

Course offered for

- Graphic Design and Communication

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

Market communication

Intended learning outcomes

The aim is to provide knowledge about the importance, design and communication of brands and trademarks with a particular focus on visual brand communication.

On conclusion of the course, the students shall be able to:

- describe and reflect upon the applicability of different theories, models and concepts in branding,
- describe how a brand is built, managed, developed and possibly liquidated
- describe methods for brand communication and the advantages and disadvantages of these methods
- analyse an existing brand using the above mentioned knowledge and display this in a scientifically founded report
- apply methods for creating and communicating visual identity,
- assess and evaluate the relationship between brand and visual identity.

Course content

Brand theory. Brand communication. Visual identity and style guides. Brand management.

Teaching and working methods

Lectures, laboratory work, seminars and assignments.
The course runs over the entire spring semester.

Examination

KTR2	Literature test	2 credits	U, 3, 4, 5
UPG6	Hand-in assignment, campaign	2 credits	U, 3, 4, 5
UPG5	Hand-in assignment, brand design	3 credits	U, 3, 4, 5
LAB1	Laboratory work personal branding	1 credits	U, G
UPG7	Hand-in assignment case-study	2 credits	U, G

Course grades will depend on the values of included partial examinations.

Grades

Four-grade scale, LiU, U, 3, 4, 5

Department

Institutionen för teknik och naturvetenskap

Director of Studies or equivalent

Camilla Forsell

Examiner

Tomas Törnqvist

Course website and other links

<http://www.itn.liu.se/mit/education/courses/tngd22>

Education components

Preliminary scheduled hours: 50 h

Recommended self-study hours: 217 h

Course literature

Litteraturlistor fastställs före kursstart.

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.