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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Creative Brand Design |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 |  | | | 3 | 7,5 | | Compulsory ( ) Elective (x ) | Turkish |
| **Category** | | | | | | | | | | | |
| **Basic Education** | | **Art** | | | | **Desing** | | | | **Visual communication** | **Social Science** |
|  | |  | | | | 2,5 | | | | 5 |  |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Others (………) | | | |  | |  |
| **Final Exam** | | | | | Project | | | | 1 | | 60 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Brand, Creative Brand strategies, brand creation processes and realization of brand creation projects | | | | | | |
| **Objectives** | | | | | This course aims to provide a more detailed perspective on the brand, which is an important subject in the fields of communication and advertising, which are among the fields of visual communication design, to understand the brand development process, to understand creative strategies in brand creation, target audience analysis and other analyzes that need to be done, and to understand creative brand creation processes. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Visual communication design graduates mostly work in advertising agencies and brand consultancy companies that work with brands or brands. Therefore, knowing brand creation and brand strategies in business life will increase sectoral success. | | | | | | |
| **Outcomes** | | | | | Defines the concept of brand, explains its relationship with marketing/visual communication  Knows that brand is not only valid for commercial products and services and understands its sectoral importance.  Knows the brand creation processes.  Applies brand creation processes. | | | | | | |
| **Textbook** | | | | | Strategic Brand Management: Building, Measuring and Managing brand equity / Kevin Lane Keller  Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands / Alina Wheeler  Ferruh Uztuğ, Markan Kadar Konuş, İstanbul: Mediacat yayınları. | | | | | | |
| **References** | | | | | Budelmann, Kevin., Wozniak, Curt. Kim, Yang. (2010). Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands, eBook Academic Collection (EBSCOhost) – Worldwide | | | | | | |
| **Requirements** | | | | | Computer | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Brand Concept and related concepts |
| 2 | brand design process |
| 3 | Brand Awareness, Brand Associations |
| 4 | Brand Image, Brand Personality |
| 5 | Brand İdentity, Brand Equity, Brand Loyalty |
| 6 | Brand culture, brand promise |
| 7 | Brand Positioning |
| 8 | Midterm exam |
| 9 | Brand Strategy |
| 10 | Project- Brand Creation |
| 11 | Project- Brand Creation |
| 12 | Project- Brand Creation |
| 13 | Project- Brand Creation |
| 14 | Project- Brand Creation |
| 15,16 | Final exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Advanced design thinking and creative problem-solving skills. | **x** |  |  |
| 2 | In-depth understanding of the theoretical foundations of visual communication design, gaining knowledge of various design disciplines. | **x** |  |  |
| 3 | Ability to effectively use advanced software and digital tools to participate in professional projects. |  |  | **x** |
| 4 | Skills to evaluate design projects from a critical perspective and provide professional feedback. |  | **x** |  |
| 5 | Ability to develop an independent design project using research and application methods. | **x** |  |  |
| 6 | Skills to create user-centered designs by blending aesthetics and functionality. | **x** |  |  |
| 7 | Ability to integrate knowledge from different fields into their designs with an interdisciplinary approach. | **x** |  |  |
| 8 | Skills to strategically manage design processes to achieve project goals. | **x** |  |  |
| 9 | Ability to consider sustainability and accessibility principles in their designs with a sense of ethical and social responsibility. | **x** |  |  |
| 10 | Skills to produce solutions for diverse target audiences by gaining the ability to design within global and local cultural contexts. | **x** |  |  |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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Instructor …../…../202..   
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