GRA231L : Branding and Identity

This course will cover the theory and practice of creating brand identity design products. Students will explore branding and identity as it's represented within a visual system, which would include iconography, typography, pattern, color, and so on. Students will explore the components of a strong visual identity via the creation of design projects such as logos, print ads, stationery, business cards, etc.

Credits 3
Lab Hours 2
Class Hours 2