

Center: Barcelona

Course: **Brand Design**

Programme: Business, Design & Innovation

Semester: 1 and 2 (Fall and Spring)

ECTS credits: 6

Duration: 45 hours

Language of instruction: English

Instructors: Blas Pezzoti

### **Course Description**

Brands have settled in our physical and mental landscape to such an extent that it would be hard to understand this era without their presence. Some brands live among us like global giants, some are only known in the local neighborhood, some have lasted for centuries and some are born right now. But what do we really know about them? Why do snacks, cities and football teams need brands? What does it take to design one? Where do we start and how can it be done?

This course approaches the topic of brand design by understanding the brand's public image as the final result of a long process. That process involves different actors and functions, and depends on the context, the brand size and the desired positioning. There are many aspects to be taken into account and having a good idea is not enough. You also need to reinforce your individual and teamwork skills to gather information appropriately, act responsibly, plan strategically and think critically.

### **Prerequisites**

None

### **Attendance policy**

Attendance is mandatory for all classes, including field studies. Any presentation or activity missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

## **Learning outcomes**

By the end of the course, students should be able to:

- Understand the process of brand design
- Identify different brand situations and brand strategies
- Carry out a brand identity analysis and diagnosis
- Develop brand design procedures and identify the gaps within them

## **Method of presentation**

- Lectures and discussions: Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions facilitate the students' ability to connect reading and lectures, analyzing or applying concepts.
- Class participation: Students are expected to participate in group activities and in the discussions based on the course readings.
- Case and field studies.

## **Field study**

Students will act like brand researchers, observing, interviewing, collecting data and visual information from two major brands in order to mix their values, bridge the businesses of each company and then create a product or service of their own. This exercise is complemented by an analysis of both brand's history, corporate identity and strategies. Students will work in teams to prepare and present a report based on their research and analysis.

On a later stage students will name the new product/service, define its personality, its strategy and its visual identity.

## **Case analysis**

- Peter Behrens and the creation of the AEG identity (1907-2014).
- True and believable are not the same: Aristotle on Telefónica? (2006).
- Leader and competitor strategies: Duracell, Danone, IKEA, Dove.
- From multibrand, back-up and monolithic structures to association, differentiation and mixed strategic orientations: Unilever, Nestlé, Apple.
- Brand profile: owning a Patek Philippe watch.
- Positioning: Cirque du Soleil.

- The birth of a logo: ITV (2012) and More 4 (2012) TV channels.
- Dynamic brand design: Ontario College (2011) and MIT Media Lab (2010).
- Typography, graphic design, and global visual culture. The case of Helvetica.

Projection of the documentary Helvetica (Gary Hustwith, 2007).

- Brand image: Nike, Mall of America, Dior.
- Corporate identity and brand guidelines: Associated Press (AP).

### **Required work and assessment methods**

- 1\_ Brand values (20%)

Concept development and oral presentation (team work)

- 2\_ Brands introduction & connections (20%)

Research and oral presentation (team work)

- 3\_ Brands alliance, name & strategy (20%)

Concept development and oral presentation (team work)

- 4\_ Visual identity (20%)

Decisions, design and oral presentation (team work)

- Attendance, participation and attitude (20%)

Students will submit the documents used during their presentation just before it starts.

Timely submission and proper presentation are required.

### **Contents**

#### **Unit One: Brand design basics**

*Week 1.* Introduction to the course and general outline: content, structure and evaluation method.

Seminar on the meaning of brand, introducing the three major activities involved in the process (unification, simplification and amplification) and describing the kind of agents and work-spaces involved in brand design.

*Week 2.* Projections of the brand, in the mind and in the market, are closely linked and feed into each other. The observation of this phenomenon will lead us to the idea of corporate identity, as the basis for brand building.

Students will receive the briefing for their first presentation.

*Week 3.* We will try to find out why brands and people have so much in common and describe the mission, vision and values that any brand needs in its creation phase.

Student teams have 5 minutes to present their first task on brand values. Once the group has finished, the students and the instructor will hold a debate and, if required, offer tips for improving subsequent presentations.

Overview of five steps in brand design: from research to launch.

## **Unit Two: Brand design procedures**

(research and analysis, brand strategy, naming)

*Week 4.* Clarifying vision, strategies and goals; researching stakeholders' needs and perceptions; conducting interviews and audits. Content will be provided through lectures, readings and case studies.

Students will receive the briefing for their second and third exercises (major & breakthrough brands, research and analysis).

*Week 5.* Monitored work on exercise 2 (research & connections)

Each student team has 15 minutes to present their second task, on brand research and analysis. Once the presentations are done, the students and the instructor will hold a debate and, if required, offer tips for improving subsequent presentations.

*Week 6.* Seminar and case studies on brand strategy. Where is the brand? Where should it be? How do we get there? Brand attributes, core values and competitive advantages define the brand profile and lead to developing a positioning platform.

Similarities and differences between the brand brief and the creative brief.

Field study- We will visit Palm Robotic a leading company in the field of innovation and robotics, located in Poble Nou, Barcelona.

*Week 7.* Strategic orientations and strategy types (case studies and classifications) and monitored work on exercise 3 (brands alliance, name & strategy)

*Week 8.* Monitored work on exercise 3 (brands alliance, name & strategy)

*Week 9.* Each student team has 15 minutes to present their third task, on brand strategy and naming. Once the presentations are done, the students and the instructor will hold a debate and, if required, offer tips for improving subsequent presentations.

*Week 10.* Seminar on designing brand identity. Logo, typography and color play an important role in brand design. We need to understand their use in order to engage in dialogue with different providers involved in the creation process and to properly evaluate the results of their work.

## **Unit Three: Personal branding**

*Weeks 9, 10, 11 and 12.* During the half of these weeks we will work in discovering, analyzing and projecting our personal brands.

## **Unit Four: Creating a visual brand identity**

*Weeks 11 and 12.* Combined with the contents on Personal branding during this two weeks we will hold a seminar on designing brand identity:

- Brand designers have a strong understanding of how to communicate effectively through the use of signs and symbols. We follow their path to learn from them and consider key issues for this stage. The final look and feel of the brand is achieved by articulating various components. During week 10 we focus on naming and logos.

Students will receive the briefing and detailed instructions for their 4th paper and presentation.

- Typography and color play an important role in brand design. We need to understand their use in order to engage in dialogue with different providers involved in the creation process and to properly evaluate the results of their work. On the other hand, imagery (sort of a dream landscape) and sensorial experiences complete the basic design aspects of brand identity. Now we are able to create standards and guidelines for all internal and external partners who have responsibility for communicating about the brand.

*Week 13.* Last but not least, we focus on the final phase of brand design: the launch.

Once again we need good strategy and careful planning. The success or failure of all the work that has been done so far is at stake.

We will have a Design talk by David Martin who will explain a complete process of visual identity created by his own team.

*Week 14.* We will review the briefing for the final paper and presentation, see some examples of previous work on the same topic and study other identity programs (ABB, British Rail, Canada, Chile, Galicia, NASA, Macmillan Cancer Support, Dow Chemicals, Android, Google, BASF, Arte, Apple, Twitter, Best Buy, etc.)

We will also work on student assignments the instructors will also hold one-to-one tutoring sessions to guide student projects, solve problems and clarify doubts that may arise during the creation of students' brand designs.

*Week 15.* Students present their 4th and final task on brand design. They will have 15 minutes for their team presentation and will answer questions from their classmates and instructor. Students will also receive subsequent feedback.

## Recommended reading

### BASIC

Roellig, L. (2001) "Designing Global Brands: Critical Lessons". Design Management Journal. 12 (4) 40–45. doi: 10.1111/j.1948-7169.2001.tb00563.x. Available at: [http://share.ciputra.ac.id/Entrepreneurship/Ent\\_archive/new%20folder/Biz/STUDENT%20MKE%202013/06/week6/Designing%20Global%20Brands.pdf](http://share.ciputra.ac.id/Entrepreneurship/Ent_archive/new%20folder/Biz/STUDENT%20MKE%202013/06/week6/Designing%20Global%20Brands.pdf)

Way, C. J. & Koller, V. (2013) "Deliberate Conventional Metaphor in Images: The Case of Corporate Branding Discourse". Metaphor and Symbol, 28 (3). doi: 10.1080/10926488.2013.797807. Available at:

<http://www.tandfonline.com/doi/abs/10.1080/10926488.2013.797807?journalCode=hmet20#.U5sIT6jp3qY>

Wheeler, A. (2013) Designing Brand Identity. Hoboken: John Willey & Sons.

## COMPLEMENTARY

Capriotti, P. (2009) Branding corporativo. Fundamentos para la gestión estratégica de la Identidad corporativa. Santiago de Chile: Colección de Libros de la Empresa. Available at: <http://www.analisisdemedios.com/branding/BrandingCorporativo.pdf>

Capriotti, P. (2013) Planificación estratégica de la imagen corporativa. Málaga: Instituto de Investigación en Relaciones Públicas. Available at:

<http://www.hacienda.go.cr/cifh/sidovih/uploads/archivos/libro/Planificaci%C3%B3n%20estrat%C3%A9gica%20de%20la%20imagen%20corporativa-2013-Libro.pdf>

de Chernatony, L. (2009) "Towards the holy grail of defining 'brand'". Marketing Theory, 9 (1), 101-105. doi: 10.1177/1470593108100063. Available at: [http://markenmanagement.files.wordpress.com/2012/01/holygrail\\_definition\\_of\\_brand.pdf](http://markenmanagement.files.wordpress.com/2012/01/holygrail_definition_of_brand.pdf)

Mollerup, P. (2013) Marks of Excellence: The History and Taxonomy of Trademarks. London: Phaidon Press.

Olins, W. (2003) On brand. New York: Thames & Hudson.

Olins, W. (1999) Corporate identity: making business strategy visible through design. Harvard: Harvard Business School Press.

Roberts, K. (2004) Lovemarks: The Future Beyond Brands. New York: Power House Books.

Rowden, M. (2004) Identity: Transforming Performance Through Integrated Identity Management. London: Gower Publishing.

Ypma, E. (2009) "Retooling identity production in the 21st century". Volume, 19. Amsterdam: Archis. Available at: <http://www.icograda.org/feature/current/articles1542.htm>

### Sites:

<http://www.underconsideration.com/brandnew/>

<http://www.underconsideration.com/>

<http://www.identityworks.com/>

<http://www.identityworks.com/forum/>

<http://www.underconsideration.com/speakup/>

(more to be added during the course)