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Module Guide Brand Design & Brand Analysis

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Introduction

The module Brand Design is part of the specialisation 'Branding'. The assessment for this module is part of the assessment of the entire specialisation. This document does not describe how you are graded etc. It merely contains what we are doing in the lessons and what you have to make. The results of this module and the findings of the teacher are used in the assessment of the entire specialisation.

The module Brand Design

In the module 'Brand Design' you will learn how to analyse and design a brand. You will use relevant brand-design theories and models. Also you will learn how to develop brand touchpoints on the basis of a Brand Identity Guide. With these skills and this knowledge you will be able to contribute to a (re)branding process. It exists of two assignments. $\frac{1}{4}$ of the time is spent on assignment 1 and $\frac{3}{4}$ of the time on assignment 2.

Assignment 1 'Brand Analysis'

In this assignment you'll analyse an existing brand. Bases on the book "Brand Design" from Ruud Boer. You'll 'reverse engineer' a brand from its 'touchpoints' towards the brands' inner core. The so called 'Mental Brand Identity'. This assignment will take about 9 weeks. In the end you'll write an article for a fictional magazine with the tacky name 'Brand News'. More details will be given later on in this document and during the lessons.

Assignment 2 'Brand Design'

In three phases we will take you through all steps of the branding process. The necessary theory and best practices will be handed to you 'just in time' so that you can work with them at the appropriate moment. These phases are:

- Business Concept phase
- Mental Brand Identity phase
- Visual Brand identity phase
- Introduction Campaign phase

You'll make a Brand Identity Guide (BIG) and an introduction campaign with several touchpoints based on a BIG. This assignment takes about 19 weeks

Important!

We'll be giving each other feedback every week where you show your progress by hanging it on the wall. So it is very important that you are able to print (A3) at school.

Set-Up of the module

What will you need for this module ?

You need to bring to every meeting:

- Laptop with MS-Office and Adobe Creative Suite
- Drawing materials, b/w pencils, colour pencils, b/w markers and an A3 sketchbook and/or a firm stack of A3 paper

Literature

- 'The advertising Concept Book', Pete Barry (ISBN 879-0-500-51898-4)
- 'Brand Design', (ed. 7) Ruud Boer English version! (EAN 9789043037259)

Note for Dutch students: If you already have the Dutch version of Ruud Boer's Brand Design (edition 7), it is okay to use that one.

Attendance and the role of meetings

It is not mandatory to be present at meetings. Nevertheless, you should always be able to show the results of the assignments to your lecturers. The assignments will be distributed and explained during class meetings. During these meetings you will work on them and receive oral feedback. Therefore it is important to attend all meetings. If you are unable to come (due to for instance a wedding or a funeral) please contact your lecturer about how you can compensate lost time. You can also ask your fellow students.

Materials needed

All necessary materials are available through Canvas. Your lecturer may use hand-outs in class about current themes. When possible these materials will also be made available through Canvas. Be sure to have with you:

- Your laptop with Adobe and MS-Office
- All your work in progress on paper for the Wall-discussions

Assignment 1: Brand Analysis

The Case



Whenever you see a 'SPAR' you usually think of a local grocery or a small supermarket. You'll be surprised to hear that Spar consists of more than 13.500 stores in 48 countries. Spar is what you call a franchise. It is a Dutch multinational that provides branding, supplies and support services for independently owned and operated food retail stores. Yet it all started in June 1932 when sixteen shop-owners in the Netherlands decided to participate in this idea of Adriaan Van Well.

Your assignment is to pick an interesting and still operational franchise that you like. As long as it has 'stores' where products are sold or services rendered.

You're going to analyse this brand the first quarter with the book 'Designing Brand Identity' as your guide. We are going to 'reverse engineer' this brand. We start by collecting all kind of touchpoints, delve in the history of the brand, discover the competition and end with a description of the Brand Identity. You'll process your findings in an article for the fictitious magazine called 'Brand News' and a new refreshing touchpoint for the brand. Guidelines for these are given during class

Products

During the course (9 weeks) you will hand in 2 professional products

1 An article for a fictitious glossy magazine of your franchise

It will be three 'spreads' (6 A4's) long.

2 A new refreshing touchpoint for the brand

You are free in choosing the type of touchpoint as long as it is not too easy or lazy (e.g. a canvas bag with a logo slapped on it) There is one restriction: You are not allowed to use existing images.

These products will be handed in in week A9 but graded in the final assessment in week B9. After handing in these products there is no possibility to revise them anymore.

Week overview Quarter A

We know, reading books is so last century, but still we insist that you read the chapters prior to the lesson where we'll discuss those chapters and we expect you to be able to show and tell what the theory means for your chosen franchise.

Week	Brand Analysis lessons
A1	Getting to know each other Introduction assignment
A2	Discussing theory 'Foreword, Introduction and the Brand' (H1) Selection franchise concept Researching for franchise concept
A3	Discussing theory touchpoints (expressions) (H6, H7) Researching for franchise concept
A4	Discussing 'Visual Brand Identity' (H5) Researching for franchise concept
A5	Discussing 'Mental Brand identity' (H4) Researching for franchise concept
A6	Discussing 'Brand strategy & Brand Design' (H2, H3) Researching for franchise concept
A7	Discussing first draft article & poster Discussing progress article & poster
A8	No lesson (autumn break, enjoy it)
A9	Hand in article & touchpoint (on paper) Discussing each other's results
A10	No lesson (But you'll be very busy with Brand Design)

Assignment 2: Brand Design

The Case

We all know the scenes in wild west movies where the hero is threatened by the bad guys with a 'Branding Iron'. Nowadays no organisation can do without a Brand Identity. Cities use city branding, butchers don't only sell sausages, they also have an elaborate house-style. Even freelancers and visual artists use personal branding. And still, branding is not a new phenomenon. Already in the Middle Ages farmers branded their free-roaming cattle to prevent theft. In later centuries producers branded their products to prevent fraud. Even in Pompei brands have been found that refer to stores in that city. Initially brands have been used to prevent theft and fraud, but from very early on it was obvious that growing name recognition was another effect of these practices. A brand (re)design can develop itself from different starting points. For example the introduction of a new product, a change of company name, the refreshing of an obsolete brand, a merger etc. In the Case we create a franchise of 'stores'

Since the rise of online shopping, local stores in city centres, suburbs and small towns etc are under stress. It is hard to compete with online stores if you don't know how to distinguish yourself from them. The result all too often is empty stores or stores with 'vague' intentions. Small villages 'die' a little as a community and shopping centres become desolate places. South Park critically addressed this in their episode: "Unfulfilled".



<https://www.southparkstudios.com/episodes/o7l8co/south-park-unfulfilled-season-22-ep-9>

It will be your task to create a (brand for a) franchise that does something to fill those empty stores and thus help to revive those desolate places. Your franchise won't be the only solution but will attribute to it. In a duo with a fellow student, you'll be asked to develop a franchise and create a new brand for it. You also will develop a (local) introduction campaign for when a new store is opened

Conditions

The conditions your choice must meet are:

- The franchise should be viable in most villages, suburbs of city centres.
- The franchise is aimed at local inhabitants.
- The franchise needs to have physical locations (e.g. a shop)
- The franchise should have something special that makes it distinguishable.
- It can be profit or non-profit but not depending on subsidies to survive.

Products

During the course (18 weeks) you will hand in 4 professional products that are commonly used in Branding. There are three team-products and one individual product

1 TEAM: 'One-pager' of your franchise concept (week A4)

This is a single A4 containing the most relevant details of your business concept. It's aim is to enthuse a possible investors in your business. This one-pager is given to an investor during an elevator pitch in which you are lucky to talk to an 'important investor'. It goes without saying that this one-pager is well written and compelling. But mind you, it does not yet have the visual identity of the brand for we have not yet developed that.

2 TEAM: Rationale of your brand identity (week A7)

This is a document that describes the inner core of your brand. What's the personality of the brand, what are the core values etc. It does not describe the visual aspects of your brand but it is the starting point for it. This rationale is given to the client and the design team responsible for the development of the visual design.

3 TEAM: Brand Identity Guide & assets (week B3)

This guide is of course the 'bible' of your brand. It contains all relevant elements of your brand identity and visual identity. It is well designed, enthusing, concrete and inspirational. It is not just how to use logo, typography and colours. It is a high quality printed book of which the whole company is proud off and eager to use. In this course you can hand in a pdf in week B3 and revise, print and bind it before the assessment in week B9.

SIC! Apart from this B.I.G. you also hand in the necessary assets in order for others to make an introduction campaign for your brand.

4 INDIVIDUAL: Introduction campaign (week B8)

This product is an individual assignment. Whenever a new store is opened a local introduction campaign is in order. You will create a campaign based on a Brand Design given to you and present it in a PechaKucha in class. You will record (with the help of your teammate) and edit the PechaKucha on video and hand it in for the assessment in B9.

SIC! While another group is creating the introduction campaign for your brand you're allowed to revise your own B.I.G. (product 3) based on their experiences. The design of the introduction campaign is also a 'final test' for your own brand guide.

These 4 products will we graded in the final assessment in week B9 but feedback will be given shortly after handing in.

Week overview Quarter A

We hate the word 'homework'. We'd rather see that you know what to do next based on the lessons given. Nevertheless we'll advise you what to do next and what we expect from you the next lesson.

Week	Brand Design lessons
A1	Getting to know each other Forming groups of 2 for the assignment Introduction assignment
A2	T: Why branding & Canvas Selection franchise concept Working on franchise concept
A3	T: Brand basics T: Introduction Elevator Pitch Working on franchise concept
A4	TEAM: Hand in the One-pager (during Elevator Pitch) T: Archetypes and Brand names Working on Mental Brand Identity
A5	T: Brand story T: Other tools Working on Mental Brand Identity
A6	T: Image collection Working on Mental Brand Identity
A7	TEAM: Hand in rationale for the Brand Identity (on paper) T: Brand Identity guide Working on Visual Brand Identity
A8	No lesson (autumn break, free your mind and enjoy it)
A9	T: Designing logo's T: Image policy Working on Visual Brand Identity
A10	T: Dynamic Identity Working on Brand Identity Guide

Week overview Quarter B

B1	T: Colour & typography Working on Brand Identity Guide
B2	Working on Brand Identity Guide
B3	TEAM: Hand in Brand Identity Guide & Assets (in pdf & zip) Introduction 'Introduction campaign' Working on your campaign
B4	T: Introduction PechaKucha Working on your campaign (revising possibility of the BIG)
B5	Working on your campaign (revising possibility of the BIG)
B6	Working on your campaign (revising possibility of the BIG)
	No lesson (Christmas, two weeks of freedom, enjoy it)
B7	Working on your campaign (revising possibility of the BIG)
B8	INDIVIDUAL: Hand in Introduction campaign (after PechaKucha in class) PechaKucha presentations (video)
B9	Assessments For the assessment we expect you to print all products in good quality, your digital products will be displayed on your computer during the assessment
B10	No lesson (Dobby is a free elf!)

Appendix A: Learning Tasks & Learning Outcomes

Learning Tasks

The Learning Tasks in the module 'Brand Design' are derived from the professional duties of a competent starting professional in a design agency or an advertising agency.

Professional duties:

Analyzing existing brands

Developing Brand Design concepts

Developing Brand Identities

Developing Brand touchpoints based on a Brand Identity

Reflecting upon the quality of concepts and executions

Learning Outcomes

On the basis of the above mentioned Learning Tasks the following Learning Outcomes have been formulated:

- The student can analyse and describe existing brands based on theories and best practices.
- The student can develop a creative, innovative and effective brand concept using theory, and examples and conventions from the professional practice.
- The student can develop effective substantiated brand touchpoints based on the Brand Concept and on his/her personal interest.