Culture and Branding Project

CATHOLIC UNIVERSITY OF KOREA

Course Syllabus

2014학년도 제2학기

Course Title	Korean	문화브랜딩개발실습프로젝트			
	English	Culture and Branding Project			
Course Number-Division	05422-01	Course Completion Requirement	제1전공선택	Time/Credits	4/3
Day / Time	화7~8(D234), 목 7~8(D234)	Course Target Audience		Prerequisite Courses	
Professor	Full Name	Office	Phone Number	E-MAIL	
	윤정우	D547	4910	Jungwooyoon@catholic.ac.kr	
Web Site			English Class	A형	

1.Course Outline

브랜딩은 문화기업의 마케팅 활동에서 가장 중요한 개념의 하나로 인식되고 있으며 브랜드디자인은 성공적인 문화기업의 설계에 있어 매우 중요한 요소이다. 또한 글로벌적인 마인드와 디자인에 관련된 영어의 이해와 회화능력은 세계의 다양한 문화적 기업들과 소통하기 위해서 꼭 필요한 요소이다. 문화기업의 다양한 디자인에 대한 체계적인 접근과 함께 글로벌한 전략이 요구됨에 따라 본 교과목에서는 기본적인 디자인 영문 용어를 활용한 영어강의를 통하여 브랜드 아이덴티티 시스템의 기본적 이론의 인지와 제작과정의 이해 및 CI 디자인, 패키지디자인, 타이포그래피 디자인, 그래피디자인 등의 실질적인 디자인 프로젝트와 다양한 사례분석을 학습하고자 한다.

This course will enable students to understand how branding and design can influence in generating a strong corporate identity for cultural organizations and companies. Each student will gain a new level of understanding and appreciation of how design and communication can not only deliver, but help define a company’s message. Through a series of case studies, students will practice essential design skills necessary for developing distinct corporate identity for cultural organizations including, corporate identity design, packaging design, typography design and graphic design.

2. Objectives

디자인 및 브랜딩관련 영문 용어에 대한 이해, 영문 디자인 프레젠테이션, 디자인 크리틱 그리고 다양한 문화에 대한 인식과 이해에 중점을 두어 세계에 뻗어있는 다양한 문화적 기업과의 교류와 소통할 수 있는 능력 배양한다.

At the end of the course, students should be able to fully understand the relationship between design and cultural organizations as well as creating general design solutions essential for strengthening brand image of cultural corporates.

3. Teaching Method

본 교과목은 주별 강의, 그룹 크리틱, 사례 분석, 디자인 과제물 및 프레젠테이션으로 이루진다.

The course will be consisted of weekly lectures, group critiques, case studies, design exercises and verbal presentations. Also, students will be provided with handouts and readings to contextualize and support studio projects.

4. Evaluation Method

To successfully complete the course, students are expected to complete all assignments to the professor’s stated requirements, attend at least 85% of the classes and participate actively in discussions and critiques. The main grading criteria will focus on participations and enthusiasm of the student towards the course.

5. Assignments

- 주별과제
- 중간과제
- 기말과제

The students will be expected to complete weekly assignments, mid-term project and final project. All assignments and projects will concentrate on design and branding related to cultural contents and cultural corporates.

6. Experiment, Practical Exercise

Projects will include:

1. Research of logos for a wide range of corporates.
2. Design, refine and create new identities.
3. Apply logos to diverse products, packages and stationary items.

7. Related Courses

8. Textbook

Book Title	Publisher	Author	Year	Textbook or not
Brand Apart	One Club Publishing	Joe Duffy		참고도서
Wally Olins On Brand	Thames & Hudson	Wally Olins		참고도서
The Brand Gap: Revised Edition (2nd Edition)	New Riders and AIGA	Marty Neumeier		참고도서
Designing Brand Identity: A Complete Guide to Creating, Building and Maintaining Strong Brands	John Wiley & Sons, Inc.	Alina Wheeler		참고도서

9. Detailed Weekly Activities

Week	Date	Lecture Content	Reference Material	Remarks
1	2014-09-01 ~ 2014-09-07	INTRODUCTION TO THE COURSE: What is brand? / Functions of the brands / What is brand identity? What is Branding? / Different types of branding / The branding process		
2	2014-09-08 ~ 2014-09-14	BRAND RESEARCH PRESENTATION / BRAND STRATEGY / BRANDING TERMINOLOGIES: Who are the stakeholders? / Impact / Reasons to invest in brand identity / Cross culture		
3	2014-09-15 ~ 2014-09-21	NAMES / TAGLINES: Qualities of an effective name / Types of names / Essential characteristics		
4	2014-09-22 ~ 2014-09-28	BRAINSTORMING AND IDEA SKETCHING: In-class discussions on names and taglines (Class discussions / small group critique)		
5	2014-09-29 ~ 2014-10-05	LOGO / BRANDMARKS Wordmarks / Letterforms / Emblems / Pictorial Marks / Abstract Symbolic Marks		
6	2014-10-06 ~ 2014-10-12	CONCEPTUALIZING: In-class discussions on the computer sketches of the designs (class discussion / small group critique)		

Week	Date	Lecture Content	Reference Material	Remarks
7	2014-10-13 ~ 2014-10-19	REFINEMENT OF THE DESIGNS: In-class discussions on the final 3 concepts		
8	2014-10-20 ~ 2014-10-26	MID-TERM PRESENTATION		
9	2014-10-27 ~ 2014-11-02	TYPOGRAPHY AND CALLIGRAPHY: Understanding fonts and logotyeps * Final Project to be introduced		
10	2014-11-03 ~ 2014-11-09	PACKAGE DESIGN AND STATIONARY DESIGN I: Applying corporate identity on physical packages * Final Project Brief Presentation		
11	2014-11-10 ~ 2014-11-16	PACKAGE DESIGN AND STATIONARY DESIGN II: Applying corporate identity on physical packages / Case studies * CRITIQUE: Final Project Process		
12	2014-11-17 ~ 2014-11-23	ADVERTISING DESIGN I: Flyers, e-blasts, posters and magazine ads * CRITIQUE: Final Project Process		
13	2014-11-24 ~ 2014-11-30	ADVERTISING DESIGN II: Flyers, e-blasts, posters and magazine ads * CRITIQUE: Final Project Process		
14	2014-12-01 ~ 2014-12-07	VISUAL PERCEPTION: Laws of Gestalt Theory * CRITIQUE: Final Project Process		
15	2014-12-08 ~ 2014-12-14	FINAL PROJECT PRESENTATION		
16	2014-12-15 ~ 2014-12-21	THE FUTURE OF BRANDING AND DESIGN *All assignments and projects to be submitted		