

Culture Branding Project

(English Lecture: Type A, Lecture 1/2 + Studio 1/2)

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About the Course:

This course will enable students to understand how branding and design can generate a solid corporate identity for cultural organizations and companies. Each student will gain a new level of understanding and appreciation of how design and communication can deliver and help define a company's message. Through a series of case studies, students will practice essential design skills for developing distinct corporate identities for cultural organizations, including corporate identity design, packaging design, typography design, and graphic design.

The goal of the Course:

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

Evaluation:

To complete the course, students must 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 the participation and enthusiasm of the student toward the course.

Mid-term project: Trend 100 presentation 45%

Final-term project: KARMA brand marketing + design project 45%

Attendance 10%

Projects:

The students must complete weekly assignments and mid-term and final projects. All assignments and projects will concentrate on design and branding related to cultural content and cultural corporates.

Projects will include:

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

Weekly Schedule:

Week 1:

A: CLASS INTRODUCTION / HOMEWORK ANNOUNCEMENT

Introduction of the class / Go over the course outline and weekly schedule / What to expect for the following three months / Reminders on Weekly readings preparations / Expectations from the students (interest in this field, enthusiasm, thinking beyond the possibilities, acting in a respectable, reasonable, responsible manner) / Annual Design Trend Competition / Class Monitor selection

*Attendance check through zoom

Week 2 ~ Week 6

< Introduction to Trend 100+ >

Learning about global trends in 10 different categories, summarizing each, and finding examples.

Online lectures:

- Online lecture based on diverse topics, including basics to brand, branding, graphic design, typography, packaging design, product design, gestalt theory, filming, UX, and UI design.

*Attendance check through online lectures (cyber campus)

Week 7 ~ Week 8

Trend 100+ presentations (through Zoom)

*Attendance check through zoom

Week 9 ~ Week 14

< Introduction to Karma project >

Find talented people with unique skills. / can you see a potential opportunity?

Steps:

- Selection of team members
- Selection of product or creation collaboration product + who are the designers? + product sales route + marketing advertising options
- Setting brand strategies, target market, stakeholders, and systems design details
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- Selection of brand name and tagline + Preliminary Sketches

Online lectures:

- Online lecture based on diverse topics, including basics to visual identity development, CI, BI, Logo design, wordmarks, letterforms, emblems, pictorial marks, abstract symbolic marks, tagline design, stakeholders, target market, and goods design.

*Attendance check through online lectures (cyber campus)

Week 15~ Week 16

Karma project presentation (through Zoom)

*Attendance check through zoom

Karma Project Planning (Final-term project)

Karma:

(in Hinduism and Buddhism) the sum of a person's actions in this and previous states of existence is viewed as deciding their fate in future existences—good or bad luck is viewed as resulting from one's actions.

About the Project:

Research and find an artisan or an artisan group in need of support. This can be artisans in rural places of Korea, poverty countries, or your home country. What are your branding strategies to overcome their financial difficulties and gain appreciation from consumers while maintaining their pride as artisans?

Deliverables:

- Strategies Triangle Diagram (Artisan > Strategy > Technology and or Trend)
- The problem, objectives, and stakeholders defined
- Brand name
- Logo design
- Slogan (Tagline)
- Key Colors of the brand
- Competition research samples (Existing similar brands, logos, etc.)
- Completed Logo

The final PPT Presentation should include the following:

- Cover (student's name, project title)
- Strategies Triangle Diagram, Problem, objectives, stakeholders
- Background competition research and analysis
- Objectives / Goals
- Key colors of the brand that meet the brand's image
- Final completed Logo and slogan

Grading Criteria:

- Research 10% - Clear determination of problem / Selection of interesting subject
- Concept 60% - Creative design process and branding strategy (in general, your creative efforts!)
- Execution 30% - Realization of concept, degree of finish, the success of the result