DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Graphic Design Studies 3. (Branding)
Name of the subject in English:	Graphic Design Studies III. (Branding)
Credit value of the subject:	5
The code of the subject in the electronic study system:	MN-GRDSB3-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Graphic Design Studies II. (Corporate Identity) (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Branding – product image identity and communication: MA students have the task to build a complex brand under this subject, which – according to the requirements of product design – uses the powerful graphical elements of visual communication. Master students are expected to have a high level of specialized knowledge of traditional, classical and innovative materials, media, tools and techniques used in the field of Graphic Design in the third semester of the University education. It is important that they be aware of the major printing technologies, production processes and of the circumstances of the activities. Furthermore, they have to able to critical interpretation of their own activities and to development of the values, they need to feel responsible for the active development and enhance the quality of the general visual culture.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course focuses on the coherent and consistent visual thinking to strengthen. Within the framework of the course through practical assignments, students can experience and learn the communication strategy, the structure of the visual concept, global design, creation of image identity.
With these global tasks students learn how to set up a visual strategy for a target group, image identity, branding, unified and harmonious graphic, typographic, illustrative communication, contemporary design. The task requires increasingly conscious, comprehensive and complex thinking, communication strategy, visual concept, image identity, branding, illustrative-graphic-typographic-formal design. At the same time, we want to develop, broaden and deepen students' knowledge and experience in the autonomous and applied visual representations of typography. Visual identity, illustrations, typography, infographic, infodesign, brandmaking, packaging design, online/offline appearances, consumer communication, introductory campaign, advertisement are the most important topics in the course.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Design task topic: Ludwig Contemporary Game, Ludwig Hommage
Students will have to solve complex assignments which are built onto each other. The complex task is a presentation and visual communication structure for the limited edition brand identity, graphical-typographical-formal appearance of an interactive game, memory card, creative board game design which contain explanatory figures, illustrations, processes. The whole project is the result of a competition, tender between the University and the LUDWIG Museum.

During the semester, we will choose a theme from the contemporary collection of the Ludwig Museum (www.ludwigmuseum.hu), which consists of almost 800 works. On Wednesday, 21 September 2022, at 14:30, you will have the opportunity to join a guided tour for METU students only, where you will get an insight into the selected works from the collection and get to know the originals. The aim of this task is to bring the general public closer to autonomous artistic trends of the 20th-21st centuries, often considered incomprehensible. To this end, the task is to design a so-called Ludwig Contemporary Game, Ludwig Hommage (the name can be changed, but it must refer to the theme), in which students will choose five art objects that are most inspiring or least understandable, possibly hated, but definitely uncomfortable.

EVALUATION OF THE SUBJECT:

•   The tasks are described in detail on CooSpace, with the creation of task scenes.
•   List of practical tasks required to fulfil the term requirements of the practical class:
Presentation of the documentation and 3D models on the practical exam

•   Conditions for completing the course, assessment criteria:
Regular attendance in class and the completion of extra-curricular activities are a prerequisite for receiving
a grade. A presentation of the semester portfolio is required for grading.

•   Criteria for grading:
- class activity, attendance, consultation
- thoughtfulness, quality, validity of the work produced, plans
- independent work, invention
- content, documentation and quality of the presentation
- timely completion of assignments

•   Evaluation, rating:
91-100%: excellent
76-90%: good
61-75%: satisfactory
51-65%: pass
0-50%: fail

•   Components of the semester grade:
Quality of research on the given topic (10%)
Creativity, individual solutions, innovative thinking (40%)
Appropriate use of chosen techniques, materials and tools (30%)
Quality of construction (20%)
The assessment will be based on the work completed and the documentation and oral presentation of the work at the mid-term exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

OBLIGATORY READING LIST:

- Budelmann, Kevin: *Brand identity essentials : 100 principles for designing logos and building brands.* Rockport Publishers, cop. 2019
- Kokhuis, Merel: *Masterclass : graphic design.* Frame Publishers, 2014
- Sher, Peter: *Branding and the visual response : How a brand turns into visual identity.* Brandguide universe, 2021
- GALLO, Carmine: The Storyteller's Secret - From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't., Business Legends, Why Some Ideas Catch On and Others Don't. , 2016
- THONIC – BETSKY, Aaron – SHAUGHNESSY, Adrian – STAAL, Gert: : Why we design. , Lars Müller Publishers, Zürich, 2019

RECOMMENDED READING LIST:

- Airey, David: *Identity designed : the definitive guide to visual branding.* Victionary, 2014
- Johnson, Michael: Branding in Five and a Half Step, Thames and Hudson, 2016
- Tolley, Stuart: The new simplicity in graphic design., Thames and Hudson, London, 2016