

VC7201

Visual Design IV: Branding



Course Aim Enable students to develop a creative process for generating branding.

Short Title Branding
Faculty EDICT
Polytechnic Level
Credits 15
Pre-requisites VC 7200 (VIB6200), EL6901 (ELB5601)
Co-requisites
Anti-requisites

Version 2
Effective From February 1, 2016
Indicative NQF Level 7
Student Contact hrs 60
Self-directed hrs 90
Other directed hrs
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Identify and clarify design goals, objectives and intentions of branding design
- 2 Plan the sequence and timetable for complete branding design projects
- 3 Extract, classify, arrange, and evaluate information and attitudes from audiences of various sizes
- 4 Apply a structured associative thinking process
- 5 Justify the creative and research processes used to produce the final outcome
- 6 Demonstrate an appropriate level of professional practice through attendance, participation and group discussion

NQF Sub-strand

Theoretical
Understanding
Generic, Problem
Solving and
Analytical Skills
Communication,
ICT, Numeracy
Practical
Application of
knowledge
Communication,
ICT, Numeracy
Autonomy,
Responsibility,
Context