

VC7201

Visual Design IV: Branding



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

Short Title	Branding	Version	2
Faculty	EDICT	Effective From	February 1, 2016
Credits	15	Indicative NQF Level	7
Pre-requisites	VC 7200 (VIB6200)	Student Contact hrs	60
Co-requisites		Self-directed hrs	90
Anti-requisites		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