**VC7201  Visual Design IV: Branding**

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

<table>
<thead>
<tr>
<th>Short Title</th>
<th>Faculty</th>
<th>Credits</th>
<th>Pre-requisites</th>
<th>Co-requisites</th>
<th>Anti-requisites</th>
<th>Version</th>
<th>Effective From</th>
<th>Indicative NQF Level</th>
<th>Self-directed hrs</th>
<th>Other directed hrs</th>
<th>Total learning hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td>EDICT</td>
<td>15</td>
<td>VC 7200 (VIB6200)</td>
<td></td>
<td></td>
<td>3</td>
<td>September 1, 2018</td>
<td>7</td>
<td>60</td>
<td>90</td>
<td>150</td>
</tr>
</tbody>
</table>

**Learning Outcomes**

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
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