

COURSE TITLE	CORPORATE BRANDING
COURSE CODE	05BA0305
COURSE CREDITS	2

Objective:

- 1 Understand the core concepts and principles of corporate branding.
- 2 Explore the role of branding in shaping consumer perception and business identity.
- 3 Learn about brand development strategies, including logo design, visual identity, and brand storytelling.
- 4 Analyze successful branding campaigns and their impact on the market.
- 5 Prepare students to apply branding knowledge in animation, VFX, and game design industries.

Course Outcomes: After completion of this course, student will be able to:

- 1 Students will understand the fundamentals and strategic importance of corporate branding.
- 2 Students will be able to identify key visual and narrative elements used in brand development.
- 3 Students will analyze and critique real-world branding campaigns.
- 4 Students will recognize branding applications in animation, VFX, and game design.
- 5 Students will be able to develop and pitch basic brand concepts with visual alignment.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
0	2	0	50	30	20	0	0
Contents : Unit	Topics						Contact Hours
Total Hours							

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Introduction to Branding What is a Brand? – Definitions and Elements of a Brand, Corporate Branding vs. Product Branding, Brand Identity – Name, logo, color palette, typography, tone of voice, Brand Image vs. Brand Equity – Consumer perception and brand value, Importance of Branding in Media and Entertainment.	15

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
2	Visual Identity and Brand Communication Role of Design in Branding – Visual storytelling in logos and packaging, Creating a Brand Manual – Guidelines for consistency in visual elements, Brand Positioning – Target audience, brand values, and competitive landscape, Brand Strategy – Mission, vision, and brand architecture, Case Studies – Successful branding in film studios, game companies, and streaming platforms.	15
Total Hours		30

Textbook :

- 1 Strategic Brand Management , Kevin Lane Keller , Pearson, 2019

References:

- 1 Building Strong Brands , Building Strong Brands , David Aaker , Free Press, 1995
- 2 Logo Design Love , Logo Design Love , David Airey, New Riders, 2009
- 3 Designing Brand Identity , Designing Brand Identity , Alina Wheeler , Wiley, 2024

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	25.00	25.00	25.00	0.00

Instructional Method:

- 1 Practical

Supplementary Resources:

- 1 <https://www.brandingmag.com>
- 2 <https://www.behance.net>