

**NIRMA UNIVERSITY**  
**COMMUNICATION DESIGN PROGRAM**  
**Bachelor of Design, Department of Design**  
**Year II, Semester IV**

L	T	P	C
2		7.5	7

<b>Course Code</b>	<b>DPR221</b>
<b>Course Title</b>	<b>Identity Design II</b>

**Course Learning Outcomes (CLO):**

At the end of the course students will:

1. Be able to help define a company's product/ service message through applications on packaging, outdoor promotions, advertising etc.
2. Be able to integrate the brand identity developed in part I of the course, across system of promotion into creative and functional design applications
3. Be able to understand comprehensively the idea of brands and the branding process
4. Be able to use ethnographic studies to understand the cognitive aspects of brand understanding across various demographic segments.
5. Understand Design Research Methods and use them for information and data collection, stakeholders and user research, market research etc. to help arrive at Design brief.

**Syllabus:**

**Teaching hours: 142.5**

**Unit 1: Design Research Methods**

**Teaching hours: 22.5**

The course will introduce basic concepts of design research methods and the tools that are generally used in design research

- 1.1 Quantitative and Qualitative research methods
- 1.2 Primary and Secondary research methods
- 1.3 Survey and questionnaire methods.

**Unit 2: Analyze Brand Identity Typologies**

**Teaching hours: 30**

2.1 Differentiate Identity qualities through Qualitative Methods: Observation methods, Stakeholder research, Ethnographic / User Research

**Unit 3. Designing new identities**

**Teaching hours: 30**

- 3.1 Market research, Opportunity mapping and Design brief development
- 3.2 Design new identities

**Unit 4: Design applications incorporating identity**

**Teaching hours: 30**

- 4.1 Unified system as per the brief hypothetical or real

**Unit 5: Basic standards for corporate identity manual**

**Teaching hours: 30**

- 5.1 Grid system
- 5.2 Colour system
- 5.3 System of typography and identity
- 5.4 Standard and systems of applications

**Suggested reading:**

1. Designing Brand Identity – An essential guide for the whole branding team, Alina Wheeler
2. Designing Corporate Identity: Graphic Design as a Business Strategy, Pat Matson Knapp

w.e.f. Academic year \_2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit