

School of Fine Arts Design and Architecture / Interior Architecture and Environmental Design
2023 - 2024 Academic Year
DESIGN and BRANDING
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DESIGN and BRANDING	ICT3115126	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mustafa ERDEM				
Name of Lecturer(s)	Lect. Seval ÖZCAN ATA, Assist.Prof. Mustafa ERDEM				
Assistant(s)					
Aim	The aim of this course is to provide students with the ability to understand the effects of brand concept strategies and brand communication on the design issue by presenting the relationship between design and brand. It aims to give students perspective on the creation of a brand and new product innovation. The course aims to provide the student with creative abilities to produce ideas, texts and visuals, and the knowledge to understand and analyze brand identity and the branding process.				
Course Content	This course contains; What is a product?, Marketing supported new product development process, What is a brand?, Differences between product and brand, Brand Development process, Brand positioning, SWOT, Maslow hierarchy, Brand identity, Brand personality, Brand types, Brand communication, Brand communication tools, Marketing calendar, Trends, Use of brand communication tools in product design processes, Product form, Brand name, Linguistic analysis, Logo, Colors, Effects of colors, Other senses, Brand experience, Brand story, Mid-term, Brand Promise, Motto, Advertising slogan, Packaging, Attitude, Persuasion, ELM, Persuasion Methods, Situational effects in persuasion, use of argument in advertising, emotion in advertising, use of celebrities in advertising, Advertising mix, Advertising and promotion, Target audience selection, Advertising message processing, Consumer decision-making processes, How does advertising work?, ATL Advertising, BTL advertising, Font, Visual style, Creative applications, Production, Storyboard, PR works, Advertorial, Guerilla advertisements, Viral advertisements, Social responsibility projects, Sponsorships, Organizations and events, Fairs, Promotional activities, Store organization, POP stands, Brand collaborations, e-brand management, Brand kit and Personal branding.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Uses brand development methods by mastering product development processes.			9	E, F	
2. Marka için isim tasarlama, dilsel analizi kullanma ve logo tasarlama süreçlerini projelerinde kullanır.			9	E, F	
3. Actively uses the effects of colors on the brand.			9	E, F	
4. Uses advertising processes and marketing strategies.			9	E, F	
Teaching Methods	9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	What is a product?, Marketing supported new product development process, What is a brand?, Differences between product and brand, Brand Development process, Brand positioning, SWOT, Maslow hierarchy				
2	Brand identity, Brand personality, Brand types, Brand communication, Brand communication tools, Marketing calendar				
3	Trends, Use of brand communication tools in product design processes, Product form				
4	Brand name, Linguistic analysis, Logo				
5	Colors, Effects of colors, Other senses				
6	Brand experience, Brand story				
7	Mid-term				
8	Brand Promise, Motto, Advertising slogan, Packaging				
9	Attitude, Persuasion, ELM, Persuasion Methods				
10	Situational effects in persuasion, use of argument in advertising, emotion in advertising, use of celebrities in advertising				
11	Advertising mix, Advertising and promotion, Target audience selection, Advertising message processing, Consumer decision-making processes, How does advertising work?, ATL Advertising, BTL advertising				
12	Font, Visual style, Creative applications, Production, Storyboard, PR works				
13	Advertorial, Guerilla advertisements, Viral advertisements, Social responsibility projects, Sponsorships, Organizations and events, Fairs				
14	Promotional activities, Store organization, POP stands, Brand collaborations, e-brand management, Brand kit and Personal branding				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources
It will be provided by the faculty member.