

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. **Course Code:** ICCD 352
Course Title: Integrated Branding
3. **Number of Credits:** 4 (0-8-4) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 340, ICCD 350
5. **Type of Course:** Required Course
6. **Trimester/Academic Year:** Trimester I /Year 3
7. **Conditions:** Enrollment cap: 18 students
8. **Course Description:**
An advanced study of design systems as applied to corporate identity, integrated branding material, and symbology as a component of communication systems.
9. **Course Objectives:**
After successful completion of this course, students will be able to:
 - 9.1 Understand the concept of corporate identity.
 - 9.2 Define the relationship between brand and integrated brand materials.
 - 9.3 Apply design principles and processes in creating corporate identity and integrated branding materials.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Intro to Integrated Branding	0	8	4	Permsak S.
2	Lecture – The Relationship between Corporate Identity and Brand Lab - Assign project#1: Basic Corporate Identity, Critique and work session for project#1	0	8	4	Permsak S.
3	Lecture – Corporate Identity Principles and Processes Lab - Critique and work session for project#1	0	8	4	Permsak S.
4	Lecture – Integrated Branding Materials Project#1 -- Due Lab - Assign project#2: Create Integrated Branding Program 1, Critique and work session for project#2	0	8	4	Permsak S.
5	Lecture – Integrated Branding Materials (continued) Lab - Critique and work session for project#2	0	8	4	Permsak S.
6	Lecture – Printed Materials for Branding Lab - Assign project#3: Create Integrated Branding Program 2	0	8	4	Permsak S.
7	Project#2 -- Due Lab - Critique and work session for project#3	0	8	4	Permsak S.
8	Lab - Critique and work session for project#3	0	8	4	Permsak S.
9	Lecture – Interactive Media for Branding Project#3 -- Due Lab - Assign project#4: Create Integrated Branding Program 3	0	8	4	Permsak S.
10	Lab - Critique and work session for project#4	0	8	4	Permsak S.
11	Lab - Critique and Work session for Project#4 Project#4 -- Due	0	8	4	Permsak S.
12	Final Exam				
Total		0	88	44	

11. Teaching Methods

- 11.1 Lecture
- 11.2 Group discussion and critique session
- 11.3 Self-study

12. Teaching Media

- 12.1 Supplementary handouts
- 12.2 Presentation of images
- 12.3 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

- 13.1 Understand the concept of corporate identity.
- 13.2 Define the relationship between brand and integrated brand materials.
- 13.3 Use design principles and processes to create corporate identity and integrated branding materials.

Student achievement will be evaluated by means of:

Projects and Exercises	80%
Presentation and Participation in Discussions and Critiques	20%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

- Carter, D. (2001). *Big book of corporate identity design*. New York: Watson-Guptill.
- Ries, A., & Ries, L. (2002). *The 22 immutable laws of branding*. New York: Harper Collins.
- Tybout, A. (2005). *Kellogg on branding: The marketing faculty of the Kellogg School of Management*. New York: Wiley.
- Wheeler, A. (2006). *Designing brand identity: A complete guide to creating, building, and maintaining strong brands*. New York: Wiley.

16. Instructors

Lect. Permsak Suwannatat

17. Course Coordinator

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