

DESIGN & BUSINESS – SPECIALISATION IN BRAND DESIGN

KEEN ON GAINING KNOWLEDGE ON HOW TO DESIGN AND DEVELOP BRANDS AND CONCEPTS IN THE AREA BETWEEN STRATEGY, BRANDING AND VISUAL EXECUTION?

A brand designer works strategically and creatively with designing strong brands that tie in with current customer needs and expectations based on in-depth analyses of businesses, markets, cultures and trends. The Brand Design specialisation provides you with knowledge on how to design and develop brands and concepts in the cross field between strategy, branding and visual execution.

EXCHANGE

30 ECTS programme for students with 2 years of undergraduate experience in Branding, Marketing, Business, Graphic Design or similar areas. The programme is fixed with the exception of elective module II.

SEMESTER DATES

Introduction event: Last week of January.

Semester start: February 4th, 2019.

End of semester: Late June 2019.

SPECIALIZATION MODULE 3: Touchpoint Strategy

5 ECTS

SUBJECT AREAS: Strategy, Management, Concept development, Communication.

PURPOSE

The purpose of the module is to qualify the student to work analytically, strategically, creatively and with the execution of **with a company's brand across different physical and digital touch points**. The student will achieve knowledge about the consumer journey, which role different touch points play, how the touch points play together and how the communication and the campaign can be optimized throughout the consumer journey. The student will also be introduced to how companies can work with trends and initiatives in the field of marketing to optimize the touch point strategy. With this knowledge, the student will be able to design touch point strategies that lead the consumers towards the purchase.

The students will work with a case throughout the entire module. At the end of the module, the students will together in groups present the touch point strategy, which they have worked on during the module.

SPECIALIZATION MODULE 4: Planning

5 ECTS

SUBJECT AREAS: Strategy, Communication, Management.

PURPOSE

The purpose of the module is to provide the student with tools and methods to manage and work with brand activation on a practical and theoretical level, based on the **company's overall brand strategy**.

By introducing relevant methods and practical approaches this module prepares the student to collect, analyse and apply insights in order to produce a creative brief as part of the campaign planning process for a company, organization or brand. Based on the principles taught in Module 3, the student will also create a touch point analysis.

During the module, the student will work with a company case, resulting in a creative brief to be presented at the end of the term. In the following module, Creative Concept, the student will continue working with the case company, using the creative brief.

SPECIALIZATION MODULE 5: Creative Concept

10 ECTS

SUBJECT AREAS: Communication, Management, Concept Development.

PURPOSE

The objective of the module is to present the student to conceptual development methods as well as creative theories and methods for the purpose of developing a campaign. The student works strategically, tactically and operationally with concept development from creative idea to development and validation of a completed campaign.

The module is a direct continuation of Module 4 and continues the case and the creative brief, which were introduced on Module 4. In addition, theory and method from Module 3 will be included in the final case solution. Previous work has been done with the concept development method SPRINT.

LEARNING OBJECTIVES OF THE SPECIALIZATION MODULES:

<p>Knowledge:</p> <ul style="list-style-type: none"> • Strategic planning • Project management • Strategic marketing • Brand Management • Trend spotting • Graphic design • Identity • Business understanding 	<p>Competencies:</p> <ul style="list-style-type: none"> • Develop, plan, implement and evaluate trends and initiatives in marketing nationally, as well as internationally • Manage development and implementation of the company's identity creation based on strategic and creative methods • Manage development and maintenance of the company's brand and concepts • Lead and develop projects at a strategic level • Work with complex issues and solutions in a commercially oriented manner • Handle planning and execution of projects
<p>Skills:</p> <ul style="list-style-type: none"> • Use analytical tools to identify the relationship between brand and customer • Use conceptual and commercial methods • Disseminate brand strategies internally and externally • Use communication tools for the dissemination of the company's brand • Identify trends in the market in relation to supply and demand 	

ELECTIVE MODULE II

5 ECTS

Provides students with the opportunity to immerse themselves in their chosen fields of interest.

Examples of previous elective modules: The Adobe Package, Graphic Design, Digital Design, Writing for Design and Business, Critical Design Methods, From Business to Start-Up, International Fashion Management in London, Sustainable Fashion Company in India.

SPECIAL MODULE FOR EXCHANGE STUDENTS

5 ECTS

Content to be decided (common module for students within both international specialisation areas: Brand Design and Communication Design and Media).

FOR FURTHER INFORMATION, PLEASE REFER TO OUR FACT SHEET OR CONTACT:

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