

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Third Year I Semester 5

CODE	SUBJECT	CREDIT
10180507	Typology of Design & Identity	2
AIM		
	To understand all the facets of the branding process.	
CONTENT:-		
	<ul style="list-style-type: none"> • To learn the theory and practice of creating brand identity design products. • To learn brand strategy and what it takes to Zag or be very different. • To learn how to create and design projects such as logos, print ads, stationery, business cards, that support and enhance the brand with the aid of various graphic applications. 	
METHODOLOGY:-		
	<ul style="list-style-type: none"> • Lectures, Digital Methods, Case Study, Design tasks. 	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover] by Alina Wheeler Edition: 5th 18 ISBN: 9781118980828 • Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between Paperback – March 27, 2014 by Gabrielle Weinman (Author) ISBN-10: 1496143396, ISBN-13: 978-1496143396 • Zag: The Number One Strategy of High-Performance Brands [Paperback] ISBN-13: 978-0321426772 ISBN-10: 0321426770 Edition: 1st by Marty Neumeier 	