APPROVED

VC7201: Visual Design IV: Branding

Course Details	
Course Code:	VC7201
Course Title:	Visual Design IV: Branding APPROVED
Short Title:	Branding
Course Level::	Level 7
Valid From::	2021/2022 Sem 1
Credits::	15
Owner:	Visual Design
Assessment Method:	Achievement
Course Aim	Enable students to develop a creative process for generating branding.

VC7201: Visual Design IV: Branding

CILO	
On Completion of this course, the learner will be able to	
#	**Learning Outcome Description**
1	Identify and clarify design goals, objectives and intentions of branding design
2	Plan the sequence and timetable for complete branding design projects
3	Extract, classify, arrange, and evaluate information and attitudes from audiences
4	Apply a structured associative thinking process
5	Justify the creative and research processes used to produce the final outcome

Requisites
• Pre Requisite: VC 7200 (VIB6200)

No Examinations

No Other Controlled Assessments

Uncontrolled Assessments
Assessment Type Practical Project
Assessment Type Practical Project

Affiliated Entities

Entity Code	Entity Title	Entity Version	Entity Type
DES6000	Diploma in Visual Design	2	Programme
DES7000	Associate Degree in Visual Design	1	Programme
DES8000	Bachelor of Visual Design	2	Programme
DES8000	Bachelor of Visual Design	3	Programme
No Code Yet	Bachelor of Visual Design (Updated)	1	Programme