

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Branding & Identity Design
Course Code:	22-MDC107-1C
Pre-requisite Course:	

Course Objectives:

- To introduce students to the concepts of branding and identity design in the fashion industry.
- To develop an understanding of brand creation, positioning, and management.
- To familiarize students with visual identity systems and brand communication.
- To enable students to create and evaluate branding strategies for fashion products and businesses.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme(Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion Branding 1. Meaning, Importance, and Scope of Branding 2. Concepts of Fashion Brands and Brand Management 3. Evolution of Fashion Branding 4. Types of Fashion Brands - o Luxury Brands - o Premium Brands - o Mass Market Brands - o Designer Labels 5. Brand Elements - o Brand Name - o Logo - o Tagline - o Brand Symbols 6. Brand Identity, Image, and Personality 7. Role of Branding in Fashion Marketing	12	25%
2	Identity Design and Visual Communication 1. Fundamentals of Identity Design 2. Principles of Visual Communication 3. Logo Design and Brand Marks 4. Typography in Branding 5. Colour Psychology and Brand Perception 6. Packaging and Label Design for Fashion Products 7. Brand Style Guides and Visual Consistency 8. Introduction to Digital Branding Tools	12	25%

3	Brand Positioning and Marketing Communication 1. Brand Positioning Strategies 2. Target Market Identification 3. Consumer Perception and Brand Equity 4. Integrated Marketing Communication (IMC) 5. Advertising and Promotion for Fashion Brands 6. Public Relations and Brand Building 7. Storytelling in Fashion Branding 8. Influencer and Social Media Branding	12	25%
4	Fashion Brand Development and Management 1. Fashion Brand Development Process 2. Brand Launch and Growth Strategies 3. Brand Extension and Brand Revitalization 4. Retail Branding and Store Identity 5. Digital Branding and E-Commerce Presence 6. Sustainable and Ethical Branding	12	25%

Reference Books:

Sr. No.	Books
1	Brand Management: Text and Cases – Tapan K. Panda, Excel Books, 2014.
2	Advertising and Brand Management – S. A. Chunawalla, Himalaya Publishing House, 2019.
3	Consumer Behaviour – Suja R. Nair, Himalaya Publishing House, 2021.

Course Learning Outcomes (CLO): On completion of this course ,the students will be able to:

CLO	Description	Bloom's Taxonom y Level
CLO1	Explain the fundamental concepts, principles, and processes of branding and identity design.	1 Remembering
CLO2	Analyze brand positioning, target audiences, consumer behavior, and market trends for effective brand development.	2 Understanding
CLO3	Develop visual identity elements, including logos, color palettes, typography, packaging, and brand communication materials.	3 Applying
CLO4	Apply branding strategies to create cohesive and distinctive brand identities for fashion and lifestyle products.	4,5 Evaluate, Analyse
CLO5	Evaluate the effectiveness of branding and identity systems based on market, consumer, and design considerations.	6, Creative
CLO6	Create comprehensive brand identity solutions that integrate strategic thinking, visual communication, and brand experience.	3, Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low