

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Branding and Visual Identity
Course/Module code *	K10
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	Dr Ondrej Revický
Course instructor	Lic. Paweł Rębisz

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	ECTS credits
2		30						3

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

- pass with a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O ₁	Research – understanding the importance of research in the branding creation process, defining goals and selecting inspiration.
O ₂	Brainstorm – developing the ability for graduates to create their own creative process and the ability to use experiments with typography, color, shape and composition.
O ₃	Design – getting acquainted with tools and methods to achieve the set design goals.
O ₄	Deliverables – familiarize students with the principles of brand book creation and asset organisation.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Graduates are familiar with branding techniques and strategies, understand the individual steps in the process of creating a visual identity, and correctly select the tools and means of expression for implementation. When creating elements of visual brand communication, he/she is able to use simple psychological mechanisms and understands his ethical responsibility and potential impact on the final user.	K_Wo3 K_Wo6 K_Uo8
LO_02	Graduates are able to plan the creative process for themselves and the team, and effectively communicate with other team members in English.	K_Uo7
LO_03	The graduate controls the created brand concept, keeps an eye on the consistency of visual communication elements and adapts them to current standards and trends. The graduates organizes libraries and creates simple brand guides.	K_Ko4

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
<ul style="list-style-type: none"> – What is a brand? – Brand structure. – Analysis of selected brands (typography, color, shape, character) – Creation of a concept of a simple brand – Selection of brand elements (typography, color, shape, character) – Organization of created materials

3.4. Methods of Instruction

e.g.

Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning

Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning

Laboratory classes: designing and conducting experiments

Text analysis and discussion

Project work (practical project)

Group work (problem solving, case study, discussion)

Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	PROJECT	CLASSES
LO-02	PROJECT	CLASSES
LO-03	PROJECT	CLASSES

4.2 Course assessment criteria

<p>The basis for passing is the completion and presentation of all assignments completed during the semester and during final review. Each assignment should be submitted at a level of at least satisfactory. The student is responsible for participating in project consultations.</p> <p>Grades are influenced by:</p> <ul style="list-style-type: none"> – Relevance to the topic (maximum of 10 points); – The planning of the creative process and its implementation (maximum of 15 points); – The quality of work (maximum of 15 points); – Creativity (maximum of 15 points); – The concept, its development, and the creation process (maximum of 15 points); – Timeliness of submission (maximum of 10 points); – Systematic approach (maximum of 10 points); – Independence (maximum of 10 points). <p>Grading scale: 60-68% - 3.0</p>

69-76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

**5. Total student workload needed to achieve the intended learning outcomes
– number of hours and ECTS credits**

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	6
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	76
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: P. Hardziej, R. Wawrzekiewicz, <i>Ogólnopolskie wystawy znaków graficznych</i> , Kraków 2016 D. Airey, <i>Logo Design Love. A Guide to Creating Iconic Brand Identities, 2nd Edition</i> , 2015
Complementary literature: A. Wheeler, <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th edition, 2013</i>

Approved by the Head of the Department or an authorised person.