Main information	Name of subject, code and the number of credits	**DSN 207 Branding, Identity & Logo design, 6 ECTS**
	Department	Architecture and design department
	Program (bachelors, master)	Bachelors
	Academic semester	Fall semester of the 2024/2025 academic year
	Teacher	Leyla Huseynova PhD student
	E-mail:	leylahuseynova@khazar.org leila.huseynova.00@gmail.com
	Telephone:	
	Lecture Room/Table	Neftchiler campus,
	Counseling hours	At times agreed upon with students
Prerequisites	-	
Language of instruction	English	
Type of subject (compulsory, selective)	Selection	
Textbooks and additional literature	1. History of Graphic design by Meggs. USA, 2012 2. Graphic Design (Pocket Essentials) by Bob Gordon. United Kingdom, 2011 3. Designing Brand Identity by Alina Wheeler. Canada, 2013 4. Logo Modernism by Jens Müller, 2015. 5. The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication. Ryan Hembree, 2011. 6. Why Fant Matter by Sarah Hyndman. London, 2016. 7. Logotype by Michael Evamy. London, 2012**.**	
Course outline	During the teaching of the subject, students are taught about the history and types of general graphic design, working with relevant textbooks, instilling creative skills and habits, advertising design, corporate firm style (Branding) and logo design. Branding is a strategic process that determines a brand's identity, values and goals. This definition determines how the brand wants to appear to its target audience and how it wants to influence them. This SEO description is designed to help people who are interested in branding understand what this concept is and why it is important for businesses. Creating a strong identity for your brand increases brand awareness and helps you stand out from your competitors. This SEO description highlights the importance of branding for your brand to compete successfully. Brand image is the perception that a brand creates in the mind of the consumer. With a good brand image, brand loyalty and preferability increases. A brand's image is of great importance in gaining competitive advantage and reaching the target audience effectively	
Course objectives	**Purpose of the subject**: The main purpose of teaching the subject is to develop the basic creative skills of students. The process of creating a brand image consists of several steps:	

	First of all, a comprehensive research should be done about the brand's target audience and market. It should be determined which values are important about the brand and what kind of image should be created. Elements such as the brand's logo, colors, slogan and design form the corporate identity of the brand. It is important that these elements reflect brand values and are compatible with the target audience. Determining brand values is a fundamental step in creating the brand's identity and image. Brand values include the benefits the brand offers and the messages it wants to give to the consumer.
Results of teaching	In the process of general teaching of the subject, students: **they should know:** • learn about the history and types of graphic design; • learn how to use fonts; • learn how to use colors; • learn how to use infographics and graphic symbols; **they should be able to:** • ability to think like a designer • project development, research will be able to create a Company mark (Logotype) for a new Brand;

Teaching methods		
	Analysis of a practical issue	+
	Group discussion	+
	Practical tasks	+

Evaluation	Components	History/last term	Percent (%)
	Attendance		5
	Assignment		10
	Midterm exam		30
	Activity		15
	Final exam		40
	Final		100

Rules (Teaching policy and behavior)	**Presentation** Lectures on Branding, Identity & Logo design (Branding, Identity & Logo design) will be given by the subject teacher, and lectures and assignments will be processed in relevant design programs. Tasks will be performed based on the selected topic. In addition to discussing the solution of the tasks with the teacher, the students will also put their theoretical knowledge into practice. Students will present their individual projects at the end of the course. **It will be evaluated in the midterm (30 points) and final (40 points) exam.** **The project must be submitted by the student. The purpose of this assignment is to teach future designers the skills of presenting, doing a little research in a short period of time, and designing.** **The presentation must be submitted during the months of September and October before the midterm exam. No additional time is allowed to submit after the last week of classes.** **Note:** In accordance with the purpose of the subject, the projects must be prepared individually by the student in a graphic design program, without plagiarism.

Homework assigned to the student will be checked each lesson and 1 point will be given for each completed task. At the end of the semester, this will be evaluated as a minimum of 0 and a maximum of 15 points.

Exception: If the student informed the dean of the faculty in advance that he/she will not be able to participate in the handover phase of the work due to valid reasons (related to family situation and health), or if he/she has submitted any related document (application or reference), only in this case the student will be able to attend after the deadline. can hand over the work.

Attendance:

The maximum score for class attendance is 5 points. The number of points is based on: if the student attends all classes in the subject during the semester, he is given 5 points. If the total number of lessons missed during the semester for the subject exceeds the prescribed limit of 25% (illness, family situation, etc.), the student is not admitted to the exam session and a certain decision is made about him.

Exams:

The mid-term exam will be held on subjects taught in September and October (after the project is handed over), and the final exam will be held on subjects taught in November and December (after the project is handed over).

The procedure for completing the subject.

The student's knowledge is evaluated with a maximum of 100 points. An overall success rate of 60% and above is considered to complete the course. A student with a deficit can take this subject again in the next semester or the next year.

Rules of conduct of the student.

A student is not allowed to violate the University's internal disciplinary rules and use a mobile phone. It is forbidden to violate the educational process and ethical rules during the lesson. Unauthorized discussions between students are also prohibited during class.

		Chart	
Week	**History**	**Topics of the subject**	**Lessons/Tasks**
1.		Introduction to the subject of graphic design and its main goals. History of graphic design.	Video and Pdf materials. Search sketches.
2.		Basic types of graphic design. Infographics in graphic design.	Pictograms.
3.		Graphic signs, pictograms (icons) Pictograms (thumbnail searches)	Search sketches
4.		Font, typography. Main types and order of use. Font stylization based on "naming".	"Naming" stylization.
5.		Logo and its main types. About well-known logos. The evolution of logos.	Work and task in graphic computer program.
6.		Graphic Illustration (drawing in graphics programs) Composition of geometric shapes and font.	Drawing in graphics.

7.		**Midterm exam**	
8.		Hardscaping and Built Elements: Outdoor Living Spaces:	Seminar-exercise. Word stylization and pictograms (graphic symbols).
9.		Selection and preparation of a logo according to the theme.	Practical work.
10.		Logo design (preparation rules) Logo (thumbnail searches) Logo. Color spectrum. (RGB CMYK)	Practical work.
11.		Corporate Branding & Identity. Brandbook.	Branding. Identity creation.
12.		About advertising design. (Poster, flyer, brochure) Branding for developed logo. (Corporate style)	Advertising material creation.
13.		Outdoor & Indoor Advertising. Branding. Use in advertising. Billboard, poster.	Commercial creation.
14.		Poster design (preparation rules) Poster design for the brand developed.	Mockup and usage guidelines. Resume and Portfolio. Preparation rules.
15.		Completed project.	Completion of the project on 50x70 sm board.
Final exam			

Təsdiq edir: <u>Dos. Abbasova Ş.A. _____</u>
 Memarlıq və dizayn departamentinin rəhbəri