Identification	Name of subject, code and the number of credits	DSN207, Branding, Identity & Logo Design, 6 ECTS
	Department	Architecture and design department
	Program (bachelors, master)	Bachelors
	Academic semester	Fall 2025
	Teacher	Deniz Baxishzade, PhD student
	E-mail:	daniz.bakhishzada@khazar.org
	Classroom/hours	Khazar University, Neftchilar campus
Prerequisites	-	
Language	English	
Compulsory/Elective	Elective	
Textbooks and course materials	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 description	During this course, students are introduced to the history and types of general graphic design, the use of relevant textbooks, the development of creative skills and habits, advertising design, corporate identity (branding), and logo design. **Branding** is a strategic process that defines a brand's identity, values, and goals. It determines how the brand wants to appear to its target audience and how it aims to influence them. This SEO description is intended to help individuals interested in branding understand what the concept means and why it is important for businesses. Creating a strong brand identity increases brand awareness and helps differentiate the brand from competitors. This SEO description emphasizes the importance of branding in enabling a brand to compete successfully. **Brand image** refers to the perception that a brand creates in the mind of the consumer. A strong brand image enhances brand loyalty and preference. It plays a crucial role in achieving competitive advantage and effectively reaching the target audience.	
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 for the brand and what kind of image should be created. Elements such as the brand's logo, colors, slogan, and the design collectively 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 building the brand's identity and image. Brand values include the benefits the brand offers and the messages it wants to give to the consumer.
Learning Outcomes	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 in graphic design; • learn how to use colors in graphic design; • 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	Lecture	+
	Group discussion	+
	Practical tasks	+
	Analysis of a practical issue	+

Evaluation Criteria	Components	History/last term	Percent (%)
	Attendance		5
	Assignment		15
	Midterm exam		30
	Activity		15
	Final exam		35
	Final		100

Class Policy	**Lecture, seminar, 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 (35 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	**Date**	**Topics**	**Textbook/Assignments**
1.		Introduction to the subject of graphic design and its main goals. History of graphic design.	Video and Pdf materials. Search sketches. Meggs, P. B., & Purvis, A. W. (2016). Meggs' History of Graphic Design (6th ed.). Wiley. – (s. 1–35: Introduction; s. 36–80: Early History of Graphic Design)
2.		Basic types of graphic design. Infographics in graphic design.	Pictograms. Ambrose, G., & Harris, P. (2011). Fundamentals of Graphic Design. AVA

			Publishing. – (s. 10–40: Classification of Graphic Design Types; s. 50–80: Visual Storytelling with Infographics)
3.		Graphic signs, pictograms (icons) Pictograms (thumbnail searches)	Search sketches. Dreyfuss, H. (2003). Symbol Sourcebook: An Authoritative Guide to International Graphic Symbols. Wiley. – (s. 1–40: Standardized Icons and Symbols; s. 45–70: Pictogram Design Examples)
4.		Font, typography. Main types and order of use. Font stylization based on "naming".	"Naming" stylization. Lupton, E. (2010). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students (2nd ed.). Princeton Architectural Press. – (s. 1–55: Foundations of Typography; s. 90–115: Naming and Classifications of Typefaces)
5.		On Well-Known Logos: Their Evolution Study of Famous Logos and Their Evolution. The evolution of logos.	Work and task in graphic computer program. Wheeler, A. (2018). Designing Brand Identity (5th ed.). Wiley. – (s. 60–95: Types of Logos; s. 200–220: Case Studies of Famous Logos)
6.		Graphic Illustration (drawing in graphics programs) Composition of geometric shapes and font.	Drawing in graphics. Bowles, C., & Isaacson, J. (2019). Foundations of Digital Art and Design with Adobe Illustrator (2nd ed.). New Riders.
7.		**Midterm exam**	
8.		Hardscaping and Built Elements: Outdoor Living Spaces:	Seminar-exercise. Word stylization and pictograms (graphic symbols). Thompson, W., & Sorvig, K. (2017). Sustainable Landscape Construction: A Guide to Green Building Outdoors (3rd ed.). Island **Press.**
9.	Proces s)	Selection and preparation of a logo according to the theme.	Practical work. Wheeler, A. (2018). Designing Brand Identity (5th ed.). Wiley. – (s. 180–220: Selecting Logos Based on Brand Theme; s. 230–260: Logo Design
10.		Logo Design: Guidelines for Preparation Logo: Thumbnail Exploration Search Logo. Color spectrum. (RGB CMYK)	Practical work. Evamy, M. (2015). Logo: The Reference Guide to Symbols and Logotypes (Revised ed.). Laurence King Publishing. – (s. 200–250: Logo Preparation and Thumbnail Examples; s. 260–280: RGB and CMYK Color Application)

11.		Corporate Branding & Identity. Brandbook.	Branding. Identity creation Neumeier, M. (2006). The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. New Riders. – (s. 50–85: Corporate Branding; s. 160–185: Brand Identity Guidelines).
12.		About advertising design. (Poster, flyer, brochure) Branding for developed logo. (Corporate style)	Advertising material creation. Lupton, E., & Phillips, J. C. (2015). Graphic Design: The New Basics (2nd ed.). Princeton Architectural Press.
13.		Outdoor & Indoor Advertising. Branding. Use in advertising. Billboard, poster.	Commercial creation. Ambrose, G., & Harris, P. (2011). *Fundamentals of Graphic Design*. **AVA** Publishing. **–** (s. 120–150: Advertising Layouts; s. 160–190: Integration of Branding in Posters and Billboards)
14.		Poster design (preparation rules) Poster design for the brand developed.	Mockup and usage guidelines. Resume and Portfolio. Preparation rules. Heller, S., & Ilić, M. (2009). Logo Design Love: A Guide to Creating Iconic Brand Identities. Peachpit Press. – (s. 150–180: Poster Adaptation of Brand Logos; s. 185–210: Visual Consistency in Poster Design)
15.		Completed project.	Completion of the project on 50x70 sm board. Ambrose, G., & Harris, P. (2011). Fundamentals of Graphic Design. AVA Publishing. – (s. 160–190: Case Studies of Completed Posters and Brochures; s. 200–220: Final Project Composition and Evaluation)
Final exam			

Təsdiq edir: Dos. Abbasova Ş.A.
Memarlıq və dizayn departamentinin rəhbəri