Module Title:	Brand Realisation
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	The learner is immersed in a range of collaborative, problem-solving activities, to investigate and evaluate where design can propose solutions for commercial and social benefit. The holistic, student-centred, studio-based approach, facilitated by faculty, is intended to negotiate, facilitate and guide learner engagement and scaffold a deep-learning using the following strategies: • Lectures, • Studio-based learning, • Peer-to-peer group/team learning, • Industry/partner collaboration, • Seminars, • E-Learning, • Presentation, • Workshop, • Facilitated peer-to-peer critique/review, • Self-directed independent learning,

Module Aim:	The aim of this module is to offer the learner an understanding of branding and design for within the commercial retail space. The learner will develop understanding of positioning, competitors, internal and external perceptions and commercial considerations through analysis of an existing brand. The learner will develop understanding of brand stories, attributes and promotional mix through developing a brand reposition and styling strategy. Brand touchpoints and graphic assets will be developed for application to digital and printed material and packaging solutions will be developed for commercial differentiation and retail display

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	To demonstrate the ability to develop and apply a visual brand analysis and repositioning strategy
LO2	To demonstrate the ability to define and develop a visual brand style guide and designed brand assets
LO3	To demonstrate the ability to develop a brand message and packaging for commercial differentiation
LO4	To demonstrate the ability to define and develop a portfolio of work

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules

6858	INTL H3424	Industrial Design

Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content

Brand Analysis and Repositioning
Understanding brand is more than a logo and consists of many tangible and intangible elements are developed through an audit of a company's material assets, promotional material, message and customer perceptions. These are mapped using a Brand Prism to identify a company's core characteristics and their relationship to each other. The learner is introduced to branding best practice competitor benchmark and commercial positioning and will develop a repositioning strategy for a company's redesigned product offering including message, guiding Attributes, position and media mix for promotions.

Brand Style Development and Touchpoints
The learner will understand the application of colour, font and style for logo development and application to the physical assets of a brand's printed promotions materials, business cards, billboards and digital assets web presence, social media and digital promotions. The learner will explore branding touchpoints opportunities vehicles, uniforms, merchandise etc. The learner will develop a branding style guide manual detailing the use and application of brand assets.

Brand Realisation
The Learner will develop understanding of the commercial retail space, and the principles of brand differentiation. The learner will develop understanding of the principles of visual appeal and graphical story to develop, manipulate and apply graphical elements consistent with brand message. The learner will develop a packaging design solution using Adobe Photoshop and Illustrator software to apply graphic styling to a packaging template before constructing the 3D packaging form for print / assembly and digital presentation.

Infrastructure Resources
Design Studio – a dedicated space designed to allow for studio based learning. This space is specific to a particular learning group. While used to deliver studio based education the space is available to be used outside the time frame of the working day. It provides a safe learner driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.

Computer Plotter Printer Resources
Learner requires access to studio and dedicated lab computers facilities. There should be access to printing and plotting facilities in order to complete projects. The studio must also be fitted with good quality projector, document visualiser and sound equipment for delivery of hybrid approaches. The computers should be high specification capable of running creative design software.

Computer Software Resource
Adobe Creative Cloud Suite, including Illustrator, Photoshop, InDesign, Dimension etc.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Brand Style Communication Guide Manual	1,2,3	30.00	Week 7
Portfolio	Submission of a portfolio showing content and development over the semester across the six key learning streams using the learner's visual presentation skills. This deliverable is linked to project outcomes of the other design modules and must contain effective presentation of exemplary work. Learner will demonstrate key skills through interim review submissions that build towards their final portfolio submission for the semester Interim submission will be specifically used to provide timely formative feedback to learners at key stages of skill development linked projects in Design Studio. P. 1, 2	1,2,3,4	70.00	Week 30

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Studio Based Learning	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	Bachelor of Arts (Honours) in Product Design Innovation	3	Mandatory
CW_DHIDE_D	Bachelor of Arts in Design	3	Mandatory

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