# Minnesota State University Moorhead

# GID 312: Visual Systems and Brand Identity

## A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
   GID 310 - Typography

Corequisites: None

MnTC Goals: None

A vast majority of designed works are systematic in nature rather than existing as a single-format piece. Visual systems and brand identity will begin with an introduction in designing these visual systems. From there it will explore how to create a brand identity and the implementation of the brand strategy.

## B. COURSE EFFECTIVE DATES: 01/02/2021 - Present

## C. OUTLINE OF MAJOR CONTENT AREAS

1. Brand identity
2. Visual graphic design systems
3. Implementing brand strategy

## D. LEARNING OUTCOMES (General)

1. Understand and implement a successful brand identity.
2. Utilize design processes to arrive at successful design solutions.
3. Identify and describe a system¿s design elements and principles.
4. Understand and implement visual graphic design systems.
5. Identify and analyze brand identities.

## E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

## F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

## G. SPECIAL INFORMATION

None noted