INSTITUTE OF DESIGN
Nirma University
Communication Design, Semester VI

Institute:	**Institute of Design**
Name of Programme:	**Bachelor of Design**
Course Code:	**3DD306MC26**
Course Title:	**Visual Branding and Communication**
Course Type:	(■ Core/ ☐ Value Added Course/☐ Departmental Elective/ Institute Elective/ University Elective/ Open Elective/ Any other)
Year of introduction:	**Academic Year 2026-27**

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Course Learning Outcomes (CLO):

At the end of the course, the student will be able to:

1. Understand branding and communication theories used for strategic communication (BL 2)
2. Assess the Stakeholders involved (BL 4)
3. Evaluate and prioritise interventions (BL 5)
4. Demonstrate skills to make decisions about multi-channel communication (BL 3)
5. Design Brand communication campaign to achieve specific objectives (BL 6)

Content: **Total Teaching hours: 90 Hrs.**

Units	Content	Teaching hours
Unit 1	**Understanding Branding** Core theoretical models and consumer psychology; Brand value structures: • Brand Equity and Brand Value: Difference between Brand Equity model: tangible vs. intangible brand value, financial vs. perceptual equity • Brand Perceptions & Psychology: Brand image formation, cognitive mapping, Brand associations, and Brand memory networks • Persona & Relational Branding: Brand personality, Brand voice, humanising brands, and consumer-brand relationships • Loyalty, Advocacy & Community: Brand loyalty, the loyalty ladder, consumer engagement loops, brand tribalism, and community building • Brand Evolution & Rebranding: Reasons and strategy drivers for rebranding, strategic vs. visual	**18 Hrs.**

	repositioning, managing stakeholder risk, and transition strategies	
Unit 2	**Strategic Positioning & Brand Architecture** Mapping competition, portfolio management, and structural strategy • Brand Architecture Models: House of Brands, Branded House, Endorsed Brands, Hybrid structures; Criteria for Brand architecture selection • Portfolio Management & Extension: Managing multi-brand portfolios, line extensions vs. category extensions and portfolio limits • Strategic Positioning & Value Proposition: Perceptual mapping, Spotting market gaps, drafting positioning statements, and crafting unique value propositions (UVP) • Revitalization & Turnaround: Repositioning mature brands, brand reinforcement, relaunch frameworks, and brand revitalization	**24 Hrs.**
Unit 3	**Integrated Brand Communication & Creative Implementation** Storytelling, multi-channel media planning, advertising typologies, and campaign design • Strategic Storytelling & Narrative Frameworks: Create narrative arcs in branding, Verbal identity: Tone of voice guidelines, taglines, manifestos, and brand messaging pillars • Media Ecosystems, Message & Audience Insights: Audience segmentation, behavioral personas, and touchpoint mapping, Strategic choice architecture: Selecting right-fit channels based on audience touchpoints • Advertising Execution & Creative Direction: Product Advertising, Social/Cause Advertising, Institutional & Corporate Advertising • Digital, Experiential & Emerging Channels: Create content strategy, platform-native design, and social media ecosystems, Experiential & Ambient Branding: Pop-up activations, and spatial brand touchpoints	**48 Hrs.**

Self Study	**Maintain a journal of the following:** • Explore the trends of branding across cultures and contexts • Study the themes and purpose driving these trends • Understand humanized AI branding, personalized branding, automation-driven branding trends • Explore experimental design, AR-VR led branding trends

Suggested Readings/ References	**Books** 1. Airey, D. (2019). *Identity designed*. Rockport Publishers. 2. Belch, G. E., & Belch, M. A. (2013). *Advertising and promotion: An integrated marketing communications perspective* (9th ed.). McGraw-Hill Education (India) Private Limited. 3. Davis, M. (2009). *The fundamentals of branding*. AVA Publishing. 4. Frutiger, A. (1989). *Signs and symbols: Their design and meaning*. Van Nostrand Reinhold. 5. Geyrhalter, F. (2016). *How to launch a brand*. New Riders. 6. Johnson, M. (2016). *Branding: In five and a half steps*. Thames & Hudson. 7. Keller, K. L. (2002). *Strategic brand management: Building, measuring, and managing brand equity* (2nd ed.). Prentice Hall. 8. Lury, G. (2018). *From ideas to iconic brands*. Jaico Publishing House. 9. Miller, D. (2017). *Building a StoryBrand: Clarify your message so customers will listen*. HarperCollins Leadership. 10. Neumeier, M. (2005). *The brand gap: How to bridge the distance between business strategy and design*. AIGA Design Press. 11. Robertson, Gies, A., & Ries, L. (2002). *The 22 immutable laws of branding*. Harper Business. 12. Robertson, G. (2022). *Beloved brands*. Beloved Brands Inc. 13. Romaniuk, J. (2023). *Building distinctive brand assets*. Gildan Media. 14. Sharp, B. (2010). *How brands grow: What marketers don't know*. Oxford University Press. 15. Shimp, T. A. (2009). *Integrated marketing communications in advertising and promotion*. South-Western/Cengage Learning. 16. Wheeler, A., & Meyerson, R. (2012). *Designing brand identity: An essential guide for the whole branding team* (4th ed.). John Wiley & Sons.
Suggested field visits	Visit to Design and Advertising Agency

w.e.f. AY 2026-27 onwards