





114-1 Full Curriculum of Da-Yeh University

Information			
Title	Branding	Serial No./ID	0325 /MDI2029
Required/Credit	Optinal /2	Time/Place	(Mon)34 / H615
Language	Chinese	Grade Type	Number
Lecturer /Full- or Part-time	黃懷德 / Full-time	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	/Bachelor Program for Multimedia Digital Content /Class 1, Grade 3		
Office Hour / Place	(Mon) 12:00~13:20, (Tue) 12:00~13:20, (Wed) 12:00~13:20 / PX301		
Lecturer	n.a.		

Introduction
This course focuses on building a brand image for businesses, enabling students to understand the concepts and practices of brand strategy, including brand vision, brand promise, brand identity, brand positioning, brand architecture, and brand image.

Outline
What is brand differentiation? This involves designing a brand's logo, products, communication materials, website, retail space, advertising, and other image elements, as well as brand management strategies, to help learners understand the key points of marketing and how to create brand art.

Prerequisite
Design sketching, digital image processing and layout

The Relationship Between Courses and Departmental Core Competencies and Basic Skills
Acquire professional knowledge of multimedia digital content design
Acquire the technologies, skills and the capability of using modern tools for practicing multimedia digital content design
Acquire the capability of integrating multimedia digital content knowledge and technologies
 Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems
 Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team
Acquire the capability of lifetime learning.
 Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design.
 Acquire professional working ethics and society responsibility



Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design.

Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A】
Acquire the capability of finding out, analyzing and solving complex interdisciplinary multimedia design problems	20	Cultivate the capability of exploring complex multimedia design problems. Cultivate the capability of analyzing and organizing complex multimedia design problems. Cultivate the capability of solving and practicing complex multimedia design systems.	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	20
Acquire the capability of managing project, communicating each other, respecting different viewpoints and cooperating within the team	20	Cultivate the capability of project planning, execution and management. Cultivate the capability of communication, coordination, and team cooperation. Cultivate the capability of respecting different viewpoints.	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	20
Acquire professional working ethics and society responsibility	20	Cultivate the accomplishment of being possessed of well human relationship and career ethics. Cultivate the accomplishment of being possessed of society responsibility in professional field.	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Experiment Operation: 10% Course Participation: 30%	Total: 100	20

Acquire the humanities and arts accomplishment, and the capability of creative thinking and innovative design。	15	Cultivate the humanities and arts accomplishment。 Cultivate the capability of creative thinking。 Cultivate the capability of innovative design。	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Homework Assignment: 30% Course Participation: 30% Experiment Operation: 10%	Total: 100	15
Acquire the capability of collecting, interpreting and analyzing global multimedia industry trends, and participating in multimedia practical design。	25	Cultivate the capability of realizing the global industrial issues of multimedia digital content。 Cultivate the capability of understanding the effects of multimedia design to industries, societies, and worldwide。 Cultivate the capability of great foresight and international view。 Cultivate working proficiency in career of multimedia digital content。 Cultivate the capability of solving industry actual problem。	Lecturing Practical Operation (Experiment, Machine Operation	Final Exam: 30% Course Participation: 30% Homework Assignment: 30% Experiment Operation: 10%	Total: 100	25

Grade Auditing

Homework Assignment: 30%

Course Participation: 30%

Final Exam: 30%

Experiment Operation: 10%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
Reference Books	設計是什麼？：保羅．蘭德給年輕人的第一堂啟蒙課(Paul Rand : Conversations with Students)	麥可．克魯格 Michael Kroeger

Lesson Plan

Weeks	Content	Teaching Methods
1	Course introduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Lecturing
2	CIS(Corporation Identity System)	Lecturing
3	CIS(Corporation Identity System)	Lecturing
4	MI (Mind Identity)	Lecturing
5	BI(Behavior Identity)	Lecturing
6	VI (Visual Identity)	Lecturing、 Practical Operation (Experiment, Machine Operation
7	Personal CIS system.	Lecturing
8	Personal CIS system.	Lecturing、 Practical Operation (Experiment, Machine Operation
9	Exams and reports.(30%)	Lecturing、 Practical Operation (Experiment, Machine Operation
10	CIS(Corporation Identity System)- Mascot & symbolic character.	Lecturing
11	Personal CIS system- Mascot & symbolic character.	Lecturing、 Practical Operation (Experiment, Machine Operation
12	Personal CIS system- Mascot & auxiliary characters.	Lecturing、 Practical Operation (Experiment, Machine Operation
13	CIS(Corporation Identity System)- Business card & signboard.	Lecturing
14	Personal CIS system- Business card & signboard.	Lecturing、 Practical Operation (Experiment, Machine Operation
15	CIS(Corporation Identity System)- Stores & Appearance Design.	Lecturing
16	Personal CIS system- Stores.	Lecturing、 Practical Operation (Experiment, Machine Operation
17	Personal CIS system - Appearance Design. & Flexible Teaching/Learning	Flexible Teaching - Independent Action
18	Final exam(30%) & Flexible Teaching/Learning	Flexible Teaching - Independent Action