

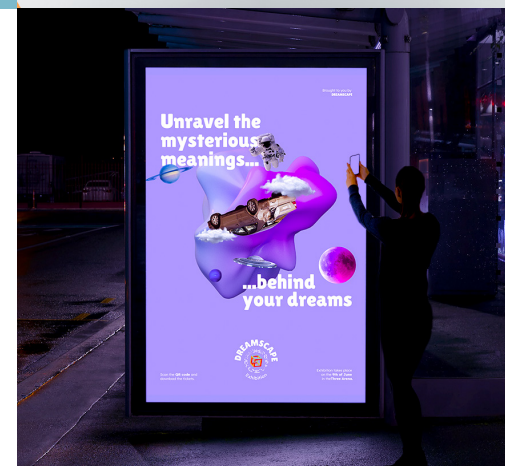
Post Graduate Certificate in

# Applied Brand Strategy & Identity



This programme will enable you to design, develop and manage strategically led and visually coherent brand communication campaigns. The programme has a practical focus where you will apply an understanding of brand strategy and design to your own professional practice or business context.

Utilise the design process to create communication campaigns that help differentiate a brand and resonate with audiences.



#### Course Info:

Level 9

30 Credits

100% Online

Duration: One Semester

No exams. All assessments are presentation or project based

#### This course is for people who:

Want to apply various elements of brand strategy to their business or professional context

Want to develop and manage multi-channel brand communication campaigns

Want to utilise the design process in the creation of brand strategy and identity

Want to be able to plan, design and build a consistent website

Want to create compelling brand narratives using words and image

#### COURSE STRUCTURE

Applied Brand Strategy	Applied Brand Identity	Applied Website Design & Development
10 Credits	10 Credits	10 Credits
This module focuses on the strategy that underpins and directs contemporary brand development. Apply your understanding of various elements of brand strategy to a real-world scenario.	This module introduces you to the principles and components of brand identity design. Develop an understanding of semiotics, typography, image and colour in brand identity and graphic language.	This module focuses on the planning, design and development of websites. Follow a design process to understand and define strategy, consider navigation and visual elements including typography, colour, image, language and build a small website.



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