IDEM3213

Brand Experience Across Technologies

Q2

Branding can support organisations in creating acceptance for tech-enabled innovations and in smoothly integrating digital technologies in current offerings. Designers can play a central role in this through brand experience design, namely by creating meaningful and coherent experiences across digital and physical touchpoints and by keeping the experience aligned with the core values of an organisation.

In this course students will learn different brand frameworks and how they can be used to create a branding strategy that supports tech-enabled innovation. They will then learn how to translate a brand strategy into design guidelines and design manifestations that convey the brand identity in a consistent and authentic manner. They will discover how to use design practices like co-creation, empathy, and prototyping to deliver rich brand experiences across different types of touchpoints.

Assessment: Group assignment

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