1. KentVision Code and title of the module

DESG5005 Brand Experience

## Division and School/Department or partner institution which will be responsible for management of the module

Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

30 Credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn Term

1. **Prerequisite and co-requisite modules** **and/or any module restrictions**

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

## BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

1) Produce design outcomes which demonstrate a clear understanding of the problems inherent in communicating a corporate message

2) Produce imaginative visual images that effectively communicate a corporate message

3) Apply the corporate identity to a diverse range of applications and contexts

4) Evaluate corporate identity forms in terms of how effectively it communicates brand values, the mission and aspiration

5) Critically analyse contemporary corporate identities and understand the factors affecting their design, production and dissemination

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

1) Demonstrate a capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case study research

2) Systematically plan, carry through and manage a project programme in a given time

3) Reflect critically on own ideas by becoming more open and acquainted with unfamiliar ideas and practices

4) Use Information and Communications Technology

5) Prepare and manage well-supported critical analyses (written, visual and oral) and practical presentations based on theory and practical projects

1. **A synopsis of the curriculum**

This module explores the wider context and application of branding and identity as applied to products and experiences. Starting from an exploration of historical, social, cultural and commercial contexts students will then undertake a series of briefs that enable them to apply their design skills to external spaces and interiors, packaging, moving image, storytelling and narrative. It will encourage initiative, exploration and innovation. The skills developed include audience engagement through the development of brand stories, cross cultural communication and brand personalities, the potential for societal change and for audience engagement through a range of technologies.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 252

Contact Hours: 48

Total: 300

1. **Assessment methods**
   1. Main assessment methods

100% Portfolio

13.2 Reassessment methods

Like-for-like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment (section 13*)***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Workshops/seminars | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** |
| Tutorials | **x** |  | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** |
| Lectures | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Lectures, seminar teaching will draw on international source materials as well as Western and other industrially developed cultures for historical and contemporary examples and theories of brand identity. Students will be encouraged to look beyond and produce personal work outside of the western canon.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 21/12/21 | Major | September 2022 | 1,8,9,10,13,14,16 | no |
|  |  |  |  |  |