DV8001
BEYOND THE LOGO:
Introduction to branding

Eligibility: NTU

Angeline Yam (Senior Lecturer)

G01 (63105): Thursdays, 1630 - 1930 at ART-02-23B

Learning Objective
By the end of the course, students will be able to identify and discuss creative brand strategies employed in the everyday contemporary society in context of art, design and media.

Content
This course offers an entry level theoretical overview of branding and its’ roles in society through the lens of art, design and media and is also suited for those without a visual communication background. Students will gain understanding of various brand movements, consumption theories and models. The course consist of lectures, group work and reflective writing.

To find out more, please contact: ADM_Undergrad@ntu.edu.sg