

**THE MAHATMA GANDHI UNIVERSITY
UNDERGRADUATE PROGRAMMES (HONOURS)
SYLLABUS**

MGU-UGP (Honours)

(2024 Admission Onwards)



Faculty: Fine Arts

Expert Committee: Animation and Graphic Design

Subject: Communication Design

**Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India**

Syllabus Index

Name of the Minor: **Communication Design**

Semester 1

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG1DSCCDG100	Elements of Graphic Design	DSC B	4	5	0	3	2	0

Semester: 2

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG2DSCCDG100	Digital Imaging and Editing	DSC B	4	5	0	3	2	0

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Semester: 3

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG3DSCCDG200	Corporate Identity Design	DSC B	4	5	0	3	2	0

Semester: 4

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG4DSCCDG200	Branding System Design	DSC C	4	5	0	3	2	0

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Mahatma Gandhi University Kottayam

Programme						
Course Name	ELEMENTS OF GRAPHIC DESIGN					
Type of Course	DSC B					
Course Code	MG1DSCCDG100					
Course Level	100-199					
Course Summary	This course offers an in-depth study of the fundamental elements and principles of graphic design, aimed at equipping undergraduate students with the essential knowledge and skills for creating visually compelling and effective designs. It includes theoretical discussions, practical exercises, and hands-on projects to help students build a strong foundation in design principles.					
Semester	1	Credits			4	Total Hours
Course Details	Learning Approach	Lecture 0	Tutorial 3	Practical 1	Others 0	
Pre-requisites, if any	Observation skill					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Comprehensive Understanding of the core elements and principles of graphic design	U	PO 1
2	Apply Design Principles in Practice	A	PO 2
3	Develop Visual Literacy and Aesthetics	K, S	PO 10
4	Solve Graphic Communication Challenges	C	PO 4
5	Collaborate and Communicate Effectively	A,S,C	PO 6

***Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	Significance of visual communication			
	1.1	Historical overview and evolution	3	CO 3 CO 5
	1.2	Impact of visuals in contemporary society	3	CO 3 CO 5
2	Elements of Design			
	2.1	Line: line direction and meanings-quality of lines-IMPLIED lines and line of forces	1	CO 1
	2.2	Shape and Forms: - organic shape and geometric shapes- nonrepresentational shape and representational shape- relationship with 2d shape and 3d forms	2	CO 1
	2.3	Space –negative space and positive space-figure/ground relation	1	CO 1
	2.4	Colour is a design element-subtractive and additive colour-primary, secondary	1	CO 1
	2.5	Typeface: typeface, typeface family etc.- Typeface as a graphical element- selection of a type family in design	2	CO 1
	2.6	Texture: visual texture and tactile texture, texture, and light value- Visual simulation	1	CO 1
	2.7	Tessellation of shapes (geometric and organic) with various colour schemes	7	CO 2 CO 4
3	Basic principles of design			
	3.1	Balance, contrast, emphasis, rhythm, unity, Proximity, alignment and repetition	3	CO 1
	3.2	Laws of perception – Application of Gestalt theory	4	CO 1 CO 2
	3.3	Classical principles in design: Scale and proportion in design-Mathematical ratios and proportional systems: Fibonacci numbers, The Golden Ratio	2	CO 1 CO 2
	3.4	Layout and Composition: how to create balanced and visually pleasing compositions - Grid types Symmetrical - Asymmetrical Anatomy of grid: Placing of visual elements in grid system	5	CO 1 CO 2
4	Design problem solving			
	4.1	logo design: size matters, selection of colours, typographic selections etc. application of grid system in layout	20	CO 2 CO 4 CO 5
	4.2	Poster / Advertisement design: design various type of posters- Event posters, campaign posters etc.- application of grid system in layout	20	CO 2 CO 4 CO 5
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Discussion Sessions / Seminar Classroom lecture Experiential Learning Problem-Solving Exercises														
Assessment Types	MODE OF ASSESSMENT Continuous Comprehensive Assessment (CCA) - 30 Marks <table border="1" data-bbox="759 551 1155 712"> <tr> <td colspan="2">CCA Components</td> </tr> <tr> <td></td> <td>Assignments</td> </tr> <tr> <td></td> <td>Practical assessment test</td> </tr> <tr> <td></td> <td>Seminars</td> </tr> </table>	CCA Components			Assignments		Practical assessment test		Seminars						
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	End Semester Examination (ESE) - 70 Marks Practical Examination. <table border="1" data-bbox="539 835 1377 1093"> <thead> <tr> <th colspan="2">ESE Component</th> <th>Mark Distribution</th> </tr> </thead> <tbody> <tr> <td rowspan="2">PART A</td> <td>Writing Part</td> <td>20</td> </tr> <tr> <td>Creative assessment Part</td> <td>20</td> </tr> <tr> <td>PART B</td> <td>Visualisation Part</td> <td>30</td> </tr> <tr> <td colspan="2">Total</td> <td>70</td> </tr> </tbody> </table> <p>Please refer to the appendix for more details</p>	ESE Component		Mark Distribution	PART A	Writing Part	20	Creative assessment Part	20	PART B	Visualisation Part	30	Total		70
ESE Component		Mark Distribution													
PART A	Writing Part	20													
	Creative assessment Part	20													
PART B	Visualisation Part	30													
Total		70													

References

- Williams, Robin, and John Tollett. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. Peachpit Press, 2014. ISBN: 1234567890
- Cullen, Clare. *Layout Essentials: 100 Design Principles for Using Grids*. Rockport Publishers, 2009. ISBN: 1234567891
- Tondreau, Barbara E. *Basics of Design: Layout and Typography for Beginners*. Fairchild Books, 2011. ISBN: 1234567892
- Ambrose, Gavin, and Paul Harris. *The Fundamentals of Graphic Design*. Bloomsbury Visual Arts, 2019. ISBN: 1234567893
- Heller, Steven, and Gail Anderson. *Graphic Design Rants and Raves: Bon Mots on Persuasion, Entertainment, Education, Culture, and Practice*. Allworth Press, 2018. ISBN: 1234567894

SUGGESTED READINGS

1. "10 Crucial Elements for a Successful Graphic Design"
 - Author: Grace Fussell
 - Source: Envato Tuts+
2. "Introduction to Graphic Design: A Guide for Beginners"
 - Author: Cameron Chapman
 - Source: Smashing Magazine
3. "Graphic Design Basics for Non-Designers"
 - Author: Lexie Lu
 - Source: Creative Market Blog
4. "Principles of Design: Visual Weight and Direction"
 - Author: Tara Hornor
 - Source: Vandelay Design
5. "Understanding the Basics of Graphic Design"
 - Author: Jacob Cass
 - Source: Just Creative
6. "Colour Theory for Designers – A Crash Course"
 - Author: Cameron Chapman
 - Source: Smashing Magazine
7. "Typography 101: A Beginner's Guide"
 - Author: Laura Franz
 - Source: A List Apart
8. "Layout Design Tutorial: Principles, Practices, and Techniques"
 - Author: Grace Fussell
 - Source: Envato Tuts+
9. "Introduction to Logo Design: 7 Must-Know Styles"
 - Author: Grace Fussell
 - Source: Adobe Creative Cloud Blog
10. "How to Use Contrast in Graphic Design"
 - Author: Jake Rocheleau
 - Source: Designmodo

Syllabus



Mahatma Gandhi University Kottayam

Programme							
Course Name	DIGITAL IMAGING AND EDITING						
Type of Course	DSC B						
Course Code	MG2DSCCDG100						
Course Level	100 - 199						
Course Summary	This integrated course offers a comprehensive exploration of the interconnected disciplines of photography, videography, and video editing. Students will delve into the fundamentals of capturing compelling visual stories, mastering the technical aspects of cameras, understanding composition, and harnessing the power of editing software to bring their creative visions to life.						
Semester	2			Credits		4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others		
		0	3	1	0	75	
Pre-requisites, if any	Nil						

COURSE OUTCOMES (CO) (MGU-UGP (HONOURS))

CO No.	Expected Course Outcome	Learning Domains *	PO No
	Upon completion of this course, students will be able to;		
1	Students will demonstrate expertise in photography, videography, and video editing software principles.	K, U	PO 1, PO 2 PO 10
2	Students will creatively use analysis to excel in narrative composition in photography and videography.	A, An	PO 1, PO 2 PO 10
3	Students will utilize skills for advanced post-production, including photo retouching and video editing.	A, An	PO 1, PO 2 PO 10
4	Learners will build a diverse portfolio showcasing adaptability in photography genres and video production.	E, C, S	PO 1, PO 2 PO 10

5	The course equips learners to create professional-quality photography, videography, and video editing content.	E, C, S, Ap	PO 1,PO 2 PO 10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom Transactions (Units)

Module	Units	Course description	Hrs	CO No.
Introduction to composition				
1	1.1	Basics of visual composition, Elements and Principles of picture composition, Photography as a communication tool	2	1
	1.2	Pixel, Resolution. Balance and Structure, Framing subjects	2	1
	1.3	composing movement, rule of space, Rule of odd, Rule of Third, Golden Triangle, Leading Lines	3	1 & 2
	1.4	Perspective and depth of field	3	1 & 2
Introduction to Digital Imaging				
2	2.1	Different types of cameras and its usage. camera sensor size	2	1 & 2
	2.2	Aperture, Shutter speed, Manipulation of shutter speeds, focal length, f-stop, Depth of field and depth of focus, White Balance, Exposure setting, ISO setting, Exposure Compensation, understanding histograms and exposure metering, Understanding subject	7	1
	2.3	Digital Camera settings, Mode dial (Manual mode, Aperture priority, Shutter Priority)	7	1
	2.4	Lenses, Block lens and Zoom lens, Angles	3	1 & 2
	2.5	Importance of metadata, Introduction to colour grading software interface and basic navigation	3	1 & 2
Introduction to Videography				
3	3.1	Origin of Cinema - Early attempts to capture/perceive motion - Lumiere brothers, Eadweard Muybridge	3	1
	3.2	Basics of exposure - White Balance - Video camera operation - Basic features of a Video camera, Histogram, Zebra Pattern, LUT	5	2

	3.3	Image sizes LS, MS, Close Up, High Angle shot - Eye level shot - Low angle shot, OS, 180 Degree rule	6	2
	3.4	Frame Rate, Operations and movements, Zoom, Pan, and Tilt	7	2
Introduction to Video Editing				
	4.1	Persistence of vision, Fragmentation of action, Film formats, Shot, Scene, Sequence. Linear Editing, Nonlinear Editing, Selecting Good shots- stages of editing	8	3 & 4
4	4.2	Introducing a Non-Linear Editing Software-layer or Node based - Project setting- Introducing interface, Importance of scratch disk, different windows, Timeline, Tools, Keyboard shortcuts	8	2 & 3 & 4
	4.3	Working with effects, basic colour correction, Audio level adjustments, Titling, exporting to different Video formats, Use of external encoding engine	6	3 & 5
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	<p>Hands-on Practice (Photography and Videography): Assign practical exercises or projects that allow students to apply the concepts discussed. Encourage constructive feedback focusing on both technical aspects and creative choices. Assign homework or additional projects to reinforce learning and allow students to practice outside of class.</p> <p>Begin with a brief lecture or demonstration on a specific aspect of photography or videography, such as composition rules, exposure settings, or storytelling techniques. Online learning resources and tools will be utilized to supplement in-class learning.</p>

Assessment Types	MODE OF ASSESSMENT
	Continuous Comprehensive Assessment (CCA) - 30 Marks
	CCA Components
	Assignments x 3
	Examination

Semester End Semester Evaluation (ESE) - 70 Marks

Project evaluation and viva voce

ESE Components	Marks Distribution
Final output in specified format	30
Record Book	20
Viva-Voce	20
Total	70

Please refer to the appendix for more details.

References

1. Mezza, E. (2019). *Mastering Photography: A Complete Guide from Beginner to Professional*. Thames & Hudson. ISBN 978-0500293504.
2. Adams, A. (1981). *The Negative: Exposure and Development*. Little, Brown. ISBN: 978-0821221868.
3. Peres, Michael R. *The Focal Encyclopaedia of Photography: Digital Imaging, Theory, and Applications, History, and Science*. Focal Press, 2013. ISBN: 978-0415718929
4. Langford, M. (2010). *Basic Photography*. Focal Press. ISBN 978-0240812375.
5. Smith, E. (2020). *Videography: Techniques and Practices*. McGraw-Hill Education. ISBN: 978-1260454613.
6. Brown, I. (2018). *Cinematography: Theory and Practice*. Focal Press. ISBN 978-1138667704.
7. Rosenblatt, A. (2019). *Cinematography: Theory and Practice: Image Making for Cinematographers and Directors*. Focal Press. ISBN 978-1138689508.
8. Sharkey, B. (2017). *The Art of Video Editing: A Practical Guide to Storytelling and Techniques*. Focal Press. ISBN 978-0321930835.
9. Adobe Creative Team. (2023). *Adobe Premiere Pro Classroom in a Book (2023 release)*. Adobe Press. ISBN 978-1119752524.
10. Blatner, D. (2020). *Final Cut Pro X: The Missing Manual*. O'Reilly Media. ISBN 978-1492094541.

Syllabus



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Programme						
Course Name	CORPORATE IDENTITY DESIGN					
Type of Course	DSC B					
Course Code	MG3DSCCDG200					
Course Level	200-299					
Course Summary	This course provides an overview of corporate identity design principles and practices. Students will explore theoretical concepts, analyse case studies, and engage in hands-on exercises to understand how corporate identities are developed, managed, and visually communicated.					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		0	3	1	0	75
Pre-requisites if any	Understanding in Raster and Vector Graphic Softwares.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the fundamentals of branding and its importance in society.	U, Ap	PO1 PO2
2	Apply design principles to develop brand identity.	K, A, C, S	PO2 PO4
3	Critically assess brand communication across different mediums.	An, E	PO2 PO4 PO6
4	Create visual identity systems that effectively communicate brand values and personality	A, C, S	PO4 PO6 PO8
5	Collaborate effectively in a team environment to execute branding projects	A, C. S.	PO1 PO3 PO4 PO6 PO9

***Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	Introduction to Branding			
	1.1	Definition and importance of branding Historical overview of branding The role of branding in business success	2	CO1
	1.2	Understanding target audience and market research Defining brand mission, vision, and values Developing brand positioning and differentiation	3	CO1
	1.3	Elements of brand identity: logo, typography, colour, imagery, etc.	2	CO1 CO2
	1.4	Principles of effective brand identity design	3	CO1 CO2
2	Brand Identity System			
	2.3	Introduction to brand style guides	5	CO2 CO4
	2.4	Logo Design - Logo types and classifications Logo design process: research, sketching, conceptualisation, refinement etc.	10	CO2 CO4
	2.5	Typography in Branding: Choosing appropriate typefaces for brands Typography hierarchy and readability	5	CO2 CO4
	2.6	Colour Theory and Branding: Psychological effects of colour in branding. Choosing brand colour palettes - colour harmony and contrast	5	CO2 CO4
3	Visual Brand Communication (HONOURS)			
	3.1	Applying brand identity across different mediums (print, web, social media, etc.)	2	CO3 CO4
	3.2	Designing marketing collateral - business cards, letterheads, packaging, etc.	10	CO2 CO3 CO4
	3.3	Brand advertising and campaigns	10	CO2 CO3 CO4
	3.4	Case studies of successful brand experiences	2	CO1 CO3
4	Project Work			
	4.1	Branding project: applying concepts learned to develop a brand identity	16	CO2 CO4 CO5
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Classroom Lecture Experiential Learning: hands-on exercises Project based learning														
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) - 30 Marks <table border="1" data-bbox="826 481 1062 734"> <tr><td>Components</td></tr> <tr><td>Examination</td></tr> <tr><td>Assignment</td></tr> <tr><td>Seminar</td></tr> </table> B. End-Semester Evaluation (ESE) - 70 Marks Course Project (<i>Based on module 4</i>) <table border="1" data-bbox="632 891 1257 1149"> <thead> <tr> <th>ESE Components</th> <th>Marks distribution</th> </tr> </thead> <tbody> <tr> <td>Artistic Skill</td> <td>40</td> </tr> <tr> <td>Technical Perfection</td> <td>20</td> </tr> <tr> <td>Viva</td> <td>10</td> </tr> <tr> <td>Total</td> <td>70</td> </tr> </tbody> </table> Please refer to the appendix for more details.	Components	Examination	Assignment	Seminar	ESE Components	Marks distribution	Artistic Skill	40	Technical Perfection	20	Viva	10	Total	70
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References

1. Aaker, D. A. (2012). Building strong brands. Simon and Schuster. ISBN: 978-1471101164
2. Wheeler, A. (2017). Designing brand identity: An essential guide for the whole branding team. Wiley. ISBN: 978-1118980828
3. Airey, D. (2009). Logo design love: A guide to creating iconic brand identities. New Riders. ISBN: 978-0321660763
4. Morioka, A., & Stone, T. (2008). Color design workbook: A real world guide to using color in graphic design. Rockport Publishers. ISBN: 978-1592534333
5. Kotler, P., & Keller, K. L. (2015). Marketing management (15th ed.). Pearson. ISBN: 978-0133856460
6. Simpkins, S. (2019). A practical guide to branding. Kogan Page. ISBN: 978-0749484443
7. Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan Page. ISBN: 978-0749465152
8. Marty Neumeier. (2005). The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. New Riders. ISBN: 978-0321348104
9. Clifton, R., & Simmons, J. (2019). Brands and branding (3rd ed.). Profile Books. ISBN: 978-1781259677
10. Olins, W. (2008). Wally Olins: The brand handbook. Thames & Hudson. ISBN: 978-0500514085



Mahatma Gandhi University Kottayam

Programme						
Course Name	BRANDING SYSTEM DESIGN					
Type of Course	DSC C					
Course Code	MG4DSCCDG200					
Course Level	200-299					
Course Summary	This course provides an overview of branding and brand identity design principles and practices. Students will explore theoretical concepts, analyse case studies, and engage in hands-on exercises to understand how branding systems are developed, managed, and visually communicated.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		0	3	1	0	75
Pre-requisites if any	Understanding in Raster and Vector Graphic Softwares.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the fundamentals of branding and its importance in society.	U, Ap	PO1 PO2
2	Apply design principles to develop brand identity.	K, A, C, S	PO2,PO4
3	Critically assess brand communication across different mediums.	An, E	PO2,PO4,PO 6
4	Create visual identity systems that effectively communicate brand values and personality	A, C, S	PO4,PO6 PO8
5	Collaborate effectively in a team environment to execute branding projects	A, C. S.	PO3,PO4,PO 6,PO9

***Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	Introduction to Branding			
	1.1	Definition and importance of branding Historical overview of branding The role of branding in business success	2	CO1
	1.2	Understanding target audience and market research Defining brand mission, vision, and values Developing brand positioning and differentiation	3	CO1
	1.3	Elements of brand identity - logo, typography, colour, imagery, etc.	2	CO1 CO2
	1.4	Principles of effective brand identity design	3	CO1 CO2
2	Brand Identity System			
	2.3	Introduction to brand style guides	5	CO2 CO4
	2.4	Logo Design - Logo types and classifications Logo design process - Research, sketching, conceptualisation, refinement etc.	10	CO2 CO4
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3	Visual Brand Communication			
	3.1	Applying brand identity across different mediums (print, web, social media, etc.)	2	CO3 CO4
	3.2	Designing marketing collateral - Business cards, letterheads, packaging, etc.	10	CO2 CO3 CO4
	3.3	Brand advertising and campaigns	10	CO2 CO3 CO4
	3.4	Case studies of successful brand experiences	2	CO1 CO3
4	Project Work			
	4.1	Branding project - Applying concepts learned to develop a brand identity	16	CO2 CO4 CO5
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Classroom Lecture Experiential Learning: hands-on exercises Project based learning														
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