



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Communication Design (Minor) - Fourth Semester - Modifications to the syllabus of Discipline Specific Course - Approved - Orders Issued.

ACA 16

No. 11408/ACA 16/2025/MGU

Priyadarsini Hills, Dated: 05.12.2025

Read:- 1. U.O.No.5797/AC A16/2024/MGU, dated. 27.06.2024.

2. Minutes of the meeting of the Expert Committee on Animation and Graphic Design (UG).

3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 04.12.2025.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Animation and Graphic Design (UG), discussed the need to modify the syllabus of the course MG4DSCCDG200: Branding System Design, in the Fourth Semester syllabus of Communication Design (Minor) and has submitted recommendations, vide paper read as (2) above.

(Syllabus is attached as Annexure).

Considering the urgency of the matter, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3) above, to approve the aforementioned recommendations.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Animation and Graphic Design (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Stock File/File Copy

File No. 118401/AC A16-3/2025/ACA 16

Forwarded / By Order

Section Officer



Mahatma Gandhi University Kottayam

Programme						
Course Name	BRANDING SYSTEM DESIGN					
Type of Course	DSC C					
Course Code	MG4DSCCDG200					
Course Level	200-299					
Course Summary	The course trains students to strategically create complete branding systems for real or simulated clients. It integrates identity design, visual language development, research, storytelling, packaging, environmental branding, and multi-platform applications. Students will develop a cohesive, scalable brand system grounded in strong strategy and supported by professional documentation.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		0	3	1	0	75
Pre-requisites if any	Understanding Raster and Vector Graphic Software.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand and analyse the structure of brand systems	U, An	PO 3
2	Apply branding research and strategic frameworks	A, An, E	PO 2, PO 4
3	Develop cohesive visual identity systems	A, C	PO 1, PO 6
4	Create and implement comprehensive brand applications and guidelines	A, C, E	PO 1, PO 2 PO 3, PO 4

***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	Brand System Design Structure and Assessment			
	1.1	Brand Components: logo, type, grid, colour, pattern, voice	2	CO 1
	1.2	Case studies: Corporate /Cultural/ NGO/ Personal/ Product/ Service-related brands	3	CO 1
	1.3	Brand audits: analysing existing brands as students break down a brand system and present their findings.	5	CO 1
2	Brand Design Strategy & Research			
	2.1	Competitive analysis: Competitor Identification, Visual Identity Comparison, Messaging & Tone of Voice, Strengths & Weaknesses	2	CO2
	2.2	User Persona: Demographic Information, Psychographic Details, Behavioural Traits, Pain Points.	5	CO2
	2.3	Brand vision, mission and values: Brand attributes & personality, Positioning strategy: USP, differentiation	3	CO2
3	Visual Identity System			
	3.1	Visual Identities: Wordmarks, combination marks, symbols, mascots	2	CO3
	3.2	Development of Visual identity: Grid systems, Clear space, Semiotics. Safe area, Minimum size, Logo variants	10	CO3
	3.3	Typography selection & pairing	5	CO3
	3.4	Colour systems, contrast, accessibility Primary & Secondary Colour Palettes	5	CO3
4	Brand Development			
	4.1	Brand Manuals & System Structure	2	CO 3 CO 4
	4.2	Print Applications: Stationery kit, Brochures, Posters, Editorial layouts	5	CO 3 CO 4
	4.3	Packaging & Merchandise: Structural basics, Labels, tags, sleeves, T-shirts, tote bags, badges	10	CO 3 CO 4
	4.4	Digital, Environmental & Spatial Branding: Social media templates, UI branding elements, Signage, Wayfinding and Interior brand graphics	6	CO 3 CO 4
	4.5	Project: Brand Guidelines Book- Presentation Pitch	10	CO 3 CO 4
5	Teacher Specific Content			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Classroom Lectures, Case Studies and Student Presentations Experiential Learning: hands-on exercises Project based learning	
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA): 30 Mark	
	CCA Components	Mark Distribution
	Assignments	10 Mark
	Course Project Concept Presentation (Based on module 4)	20 Mark
	Total	30 Mark
	B. End Semester Evaluation (ESE): 70 Mark - Practical Project presentation and Viva	
	ESE Component	Mark Distribution
	Development of Brand Identity System	30 Mark
	Technical Perfection	23 Mark
	Viva	17 Mark
	Total	70 Mark
Please refer the appendix for more details		

Project Presentation

In Module 4, students create a comprehensive brand identity manual for a selected brand, submitted in printed record format.

Units 4.2 to 4.4 define the required sections, with documentation adjusted as needed based on the brand's nature. Only usage guidelines and specifications are required; separate printed or merchandised items are not needed.

End Semester Evaluation (ESE) – CO Based Component Distribution

CO No.	ESE Component	Evaluation Parameters	Mark Distribution	Total Mark Based on CO
CO 1	Viva	Demonstrates understanding of brand system structure	5	5
		awareness of brand consistency and system behaviour		
CO 2	Viva	Explains insights derived from competitive analysis and user persona research.	7	7
		Articulates the brand's positioning strategy based on research insights.		
CO 3	Development of Brand Identity System	Create Visual Identity elements (logo system, variants, grid, typography, colour palettes)	15	25

		Applies visual hierarchy, accessibility and semiotics		
	Technical Perfection	Accuracy in layout, alignment, colour application and typography pairing	10	
CO 4	Development of Brand Identity System	Delivers a clear and consistent brand application system with integrated visual storytelling and a professionally executed Brand Guidelines Book.	15	33
	Technical Perfection	File setup, production accuracy, packaging structure, template precision	13	
	Viva	Presents the project process, rationale and design decisions with clarity and effectively evaluates and justifies the chosen creative direction.	5	
TOTAL MARKS				70

References

1. Identity Designed: The Definitive Guide to Visual Branding, Author: Alina Wheeler, Year: 2017, ISBN: 978-1119375391, Publisher: Wiley
2. The Brand Handbook, Author: Wally Olins, Year: 2008, ISBN: 978-0500514085, Publisher: Thames & Hudson
3. On Brand, Author: Wally Olins, Year: 2004, ISBN: 978-0500511275, Publisher: Thames & Hudson
4. Brand Identity Essentials (2nd Edition), Authors: Kevin Budelmann, Yang Kim, Curt Wozniak, Year: 2019, ISBN: 978-1631595745, Publisher: Rockport Publishers
5. Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands, Authors: Debbie Millman (Editor), Year: 2011, ISBN: 978-1576875648, Publisher: Rockport Publishers
6. The Visual Brand: Design, Identity and Marketing, Author: Gary Holt, Year: 2016, ISBN: 978-1474259854, Publisher: Bloomsbury Visual Arts

Syllabus