Brand, Design & Psychology

In Brand, Design & Psychology, you will work in multidisciplinary and international teams and develop branding & communication strategies, set up implementation plans for crossmedia campaigns, and design or prototype various touchpoints and (interactive) media solutions.

The programme aims to strengthen the core values and customer journeys of either existing or new brands by exploring, analyzing and implementing multimodal-design interventions. Basic cognitive, linguistic and visual theories are used to influence the target group through both written language (copywriting) and cultural texts (image related). Neuroscientific insights applied in consumer testing help to understand the way in which design contributes to building affective brand values. The quickly advancing field of digital marketing, branding and communication and a rapidly changing society requires a strong sense of public responsibility from its designers. The ability to emphasize, to anticipate intentional and unintended social implications of one's design (human-centered branding), is essential in order to create durable added value and increase brand equity.

Need to know:

- There are a limited number of places reserved in this programme for exchange students.
- Please note that you need basic Adobe CC skills (Illustrator, Photoshop, InDesign, Premiere, Animate) in order to participate in this programme. It is expected that you bring your own device with Adobe CC installed.

Courses

Project: Brand Management & Implementation

Credits

10

Contents

You will carry out an assignment for a real client in multidisciplinary and international student groups in the field of Communication, Multimedia Design and IT. The aim is to add value to an existing or new Brand by designing media solutions.

Working on a multimedia communication campaign, you will explore, analyse, design and implement your design interventions and touchpoints for your client, with the aim to strengthen the core values of either their (new) brand. In addition will learn how to design, develop, implement and manage a brand strategically.

Applied Psychology

Credits

5

Contents

This course deals with Cognition/Affection/Perception/Persuasion. Intrinsic motives of the consumer play an ever increasing role. What moves a consumer to buy a specific product or use a particular service? How are brands stored in the memory and recalled (for example in the store)? Which (brand) design is experienced as beautiful or relevant for a product or service? Which associations evoke a particular (image) brand? You (as the specialist) need knowledge about the cognitive and psychological aspects that relate to the mental influence and the building (perception) of brands. These aspects are covered Applied Psychology.

Trends & Innovation

Credits

5

Contents

How is the fast-changing world of today shaping our society? And how do these changes affect your future career? This course creates awareness for the exponential rate of change that is affecting lives of humans all over the world. Together we explore developments & innovations in Technology, Branding, Media and Design and we analyse how these changes create new opportunities for brands and will impact society as a whole. We study how bold brands innovate in their way of communicating and interacting with consumers. We dive into current trends and learn about how to approach design challenges in an innovative way. By combining your learnings you generate groundbreaking new insights and formulate your own future vision.

Concepting & Design

Credits

5

Contents

Topics of this course include Creative techniques, Aesthetics, Visual design, Digital design, Design evaluation. What is good design? What do you know about typography? And how do you make great concepts and in what way? We will deal with methods to generate concepts and how to convert these concepts into suitable design with use of all aspects of design as colour, shape, contrast and typography. Readability on screen as on print, but also the experience of the design by the user will be discussed.

Brands & Social Interaction

Credits

5

Contents

Brands have more and more touchpoints to their disposal to reach their customers and build a loyal clientele. In this course you will learn how brands can create a meaningful interaction and an extensive relationship with consumers. In this course students learn all about touchpoints and how to identify them. They will map them out in a customer journey. You will learn how to manage affect, cognition and conation within the different touchpoints through insights of applied psychology. Hereby adding value for the customer as well as the brand by optimizing touchpoints so that potential customers can become loyal customers.