

COURSE DETAIL

BRAND IMAGE BUILDING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

145

UCEAP Course Suffix**UCEAP Official Title**

BRAND IMAGE BUILDING

UCEAP Transcript Title

BRAND IMAGE BUILDIN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Through systematic theoretical lectures and effective subject exercises in this course, students can master the basic design procedures and design essentials of the direction of brand image building, cultivate students' concept of guiding brand design with brand strategy, and improve students' ability to comprehensively grasp brand image design.

In the course teaching, multiple teaching links such as theoretical study, project analysis, market research, project proposal, program design discussion, design group guidance, work modification and submission will be set up. The specific project involves a comprehensive course from brand name, brand logo, brand color, brand text, brand symbol graphics to the overall visual image of the brand. Including the design of the relevant elements (basic design system and application design system) of the overall visual image of the brand, and can fully design the above elements as a whole and systematically.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130299

Host Institution Course Title

BRAND IMAGE BUILDING

Host Institution Campus

Host Institution Faculty

Junbing TANG

Host Institution Degree

Host Institution Department

School of Journalism

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