LITHUANIA
BUSINESS
COLLEGE

DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

VISUAL BRANDING

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Simona Grigaliūnienė
Annotation	The new content of visual branding requires to include various graphology, figure and branding identity aspects and principles. Course will give knowledge to control the brand recognition and quality indicators. Adding some guidelines of effective digital branding techniques according to the needs of the client. After the course students: ✓ will be able to understand the theoretical aspects of visual branding and the importance of branding process and challenges. ✓ will be able to use figures neuro basis structure in creation and formation in branding. ✓ will be able to define the focus groups in the creation of a brand and create a digital branding using the defined project structure.
Topics	• The meaning and introduction to visual branding. • Identity and image of brand. • Figures in branding forming neurostructural aspects. • Basics of color emotion theory. • Graphology in branding and aspects used in graphical symbols. • Market analyses and ways to define the focus groups. • Modification of branding for focused auditorium. • Socially responsible branding.
Procedure for assessment of knowledge and competences	✓ 20 percent – individual work and presentation; ✓ 10 percent – midterm test No. I; ✓ 10 percent – midterm test No. II; ✓ 60 percent – final exam.