

Multi-sensory Branding, Minor

The rapid advancements in creative technologies has enabled brands to engage their target audiences in ways that can never be achieved in the past. Multi-sensory branding is the art and science of engaging human senses holistically. By activating all of the available sensory channels, brands can stimulate and communicate their message through multiple senses at once, helping their audiences to “experience” their identity in more profound and memorable ways. This minor consists of five courses and each of the classes focus on one aspect of the new frontier of brand experience design.

Minor Coordinator:

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CT 303	Dynamic Branding	2
CT 305	Digital Design: Visual Communication	3
CT 322	Digital Design: Visual Storytelling	3
CT 342	3D Brand Identity Design	3
CT 350	Sonic Branding	3
Total Credits		14

Students from the Communication Design Foundation AAS program will have the option to take CT230 UX Writing and CT411 Design and Interaction as substitutions for CT305 and CT322.