

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.

The following requirements below are intended for students beginning fall 2024.

To declare your minor, please speak to your academic advisor for assistance.

Co-Coordinator:

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	Credits
TOTAL CREDIT REQUIREMENTS	
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.

**Semesterly course offerings are subject to change.*

Upon completing the Multi-sensory Branding minor students will be able to:

1. Formulate branding design concepts with a clear focus on digital media;
2. Create a multi-sensory brand identity system in alignment with a brand strategy;
3. Develop a 3D identity system to support a wide range of brand touch-points;
4. Understand the scientific impact of music and sound on memory, emotion, and branded experience;
5. Articulate and present ideas and emotions through the design of visual elements.