

# Brand Design Minor

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The rapid advancements in creative technologies has enabled brands to engage their target audiences in ways that can never be achieved in the past. This minor focuses on multi-sensory brand design process, which is the art 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.

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

**Co-Coordinator:**

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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.

	<b>Credits</b>
<b>TOTAL CREDIT REQUIREMENTS</b>	
CT 303 - DYNAMIC BRANDING	2
CT 305 - Digital Design: Visual Communication, CT 230 - UX Writing, or CT 400 - Digital Product Design II	3
CT 322 - Digital Design: Visual Storytelling or CT 411 - Design and Interaction	3
CT 342 - 3D Brand Identity Design	3
CT 350 - Sonic Branding	3
<b>Total Credits:</b>	<b>14</b>

*\*Semesterly course offerings are subject to change.*

Upon completing the Brand Design 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;