To Students
If you have failed a course or part of a course and have been allowed by the Progression and Award Board to be reassessed in one or several of the courses, this will be indicated in your result letter. On the back of the result letter, the words ‘Failed -retake permitted before the next academic year’ will appear next to the relevant assessment items or course(s).

In that case, you are required to submit coursework and/or to take an examination again as appropriate in July/August 2014.

Examination timetable
The detailed examination timetable will be posted on the University website towards the end of June. Deferred/referred examinations should be timetabled between 21st July and 1st August 2014. The link can be followed from here:

http://www.gre.ac.uk/students/exams

Deadline for submitting coursework
Coursework must be submitted no later than Monday 21st July 2014.

If you send your coursework by post, it must be sent by first class recorded delivery (keep a copy of both the postal receipt and the coursework) no later than Monday 21st July 2014 to:

Referred/Deferred Coursework
Faculty of Architecture, Computing and Humanities
Department of Creative Professions and Digital Arts
Mansion Site
Bexley Road
London SE9 2PQ
UK

Coursework submission
All coursework must be submitted by the deadline and must be accompanied by the appropriate electronic header sheet if applicable.
Queries
Any queries should be emailed to
i.longo@gre.ac.uk
with
- Your full name
- Your student ID number
- Your Programme of Study e.g. BA (Hons) Graphic and Digital Design
- The title and code of the course(s) with which you have a query
- The nature of the query

Staff email addresses and contact numbers can be looked up here:

http://www.gre.ac.uk/staff_intranet/directory

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<thead>
<tr>
<th>COURSE CODE</th>
<th>DESI 1195</th>
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<tbody>
<tr>
<td>COURSE TITLE</td>
<td>Brand Communications</td>
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Please find below details of the coursework to be submitted and/or examination advice as appropriate.

<table>
<thead>
<tr>
<th>Assessment item</th>
<th>BrandNew - Resubmission</th>
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<tr>
<td>Electronic header sheet number</td>
<td>218164</td>
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Details of work to be undertaken: see below

You are required to resubmit the works you have failed for this course. The two briefs you undertook during this course were:

Project Title: BrandNew

The original brief for this work is attached.

Please consult your feedback sheet and resubmit this work for assessment in a portfolio. You will need to show how you have improved your design work and how you have acted on the summative feedback given to you by your course tutor. A sketchbook or a blog showing your conceptual thinking and your design development, and a written evaluation are also expected.

Project work must be presented neatly and your portfolio named clearly.

If you need to speak with a tutor to discuss this work please arrange a tutorial as soon as possible. If you need copies of your feedback sheets please contact Nickie as soon as possible.

Availability of course tutor for consultation:

Nickie Hirst
n.k.hirst@gre.ac.uk

Miriam Sorrentino
M.A.Sorrentino@greenwich.ac.uk
Brand Communications

Purpose
Marketing breathes life into a product or service. It makes plain the purpose of the product and brings it to the attention of the person it was created for, the target market. Marketing, advertising and branding allow brands to communicate a specific message, a message backed by strong strategic thinking and consumer insight. In today’s competitive market place it is the canny Creative, Art Director and Designer that can create opportunities for themselves to make exciting, influential and groundbreaking work.

Learning Outcomes
• To develop brand awareness and to be able to create compelling and persuasive brand experiences.
• To introduce you to research methodologies (target audiences, brand audits, competitive analysis etc.)
• To develop your visual communication skills – form, colour, texture, typography, choice of imagery, composition.
• To introduce a commercial edge to design work and to deliver to client and audience needs.

Work
The course combines lectures, discussions, and project-based studio work.

Assessment
A portfolio of studio-based projects (100%)

Reading List
The Advertising Concept Book: Think Now, Design Later. Barry, P.
Creative Advertising: An Introduction. Sorrentino, M
Strategic Thinking For Advertising Creatives. Kavounas Taylor, A
Advertising is Dead: Long live advertising. Himpe, T
The New Rules of Marketing & PR. Scott, D
Boxed and Labelled: new approaches to Packaging Design. Klanten, R. Ehmann, S
The Packaging & Design Templates Sourcebook. Seddon, T.
Subliminal Seduction Key, W.
Nudge. Thaler & Sunstein
D&AD: Design and Art Direction Annuals
http://www.oneclub.org/
http://www.dandad.org
www.brandrepublic.com
http://theinspirationroom.com/daily/
http://adland.posterous.com/
**BrandNew**

**Brief**
Start a compelling brand conversation by thoughtfully marketing a new line extension.

**Methodology**
Choose a branded product that you admire. Analyse this brand. Analyse the product. What is it? What are its brand values? What is its personality? What is its visual identity? Create a believable, sellable, target-market focused line extension for it. Decide who the target market might be for this line extension — are they different or is it the same group but for a different reason? What makes it the line extension different from the parent brand? What is its unique selling point (USP)?

The answers to these questions will help you develop a strategic insight upon which you can base any creative work. Your solution can take the form of any marketing activity; app, advertising, packaging, brand building, a pr story, experiential activity; your media choices and mix reflect part of the creative product. The one proviso is that you must deliver at least three highly finished designed pieces that support it.

If you are entering the D&AD competition you may use that brief as your starting point but you must deliver at least 3 highly finished designed pieces of marketing.

**Submission**
The following components must be submitted:

- A clear strategic rational detailing your business reasons for taking this product to market, your creative strategy and the reason for this creative solution
- A portfolio of finished works — detailing the marketing experience
- Sketchbooks demonstrating your conceptual/visual development.
- A typewritten synopsis (maximum 400 words) reflecting on your project and the conclusion of the final piece.

You will be assessed against the learning outcomes detailed earlier.