



Accredited

# OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN ART AND DESIGN

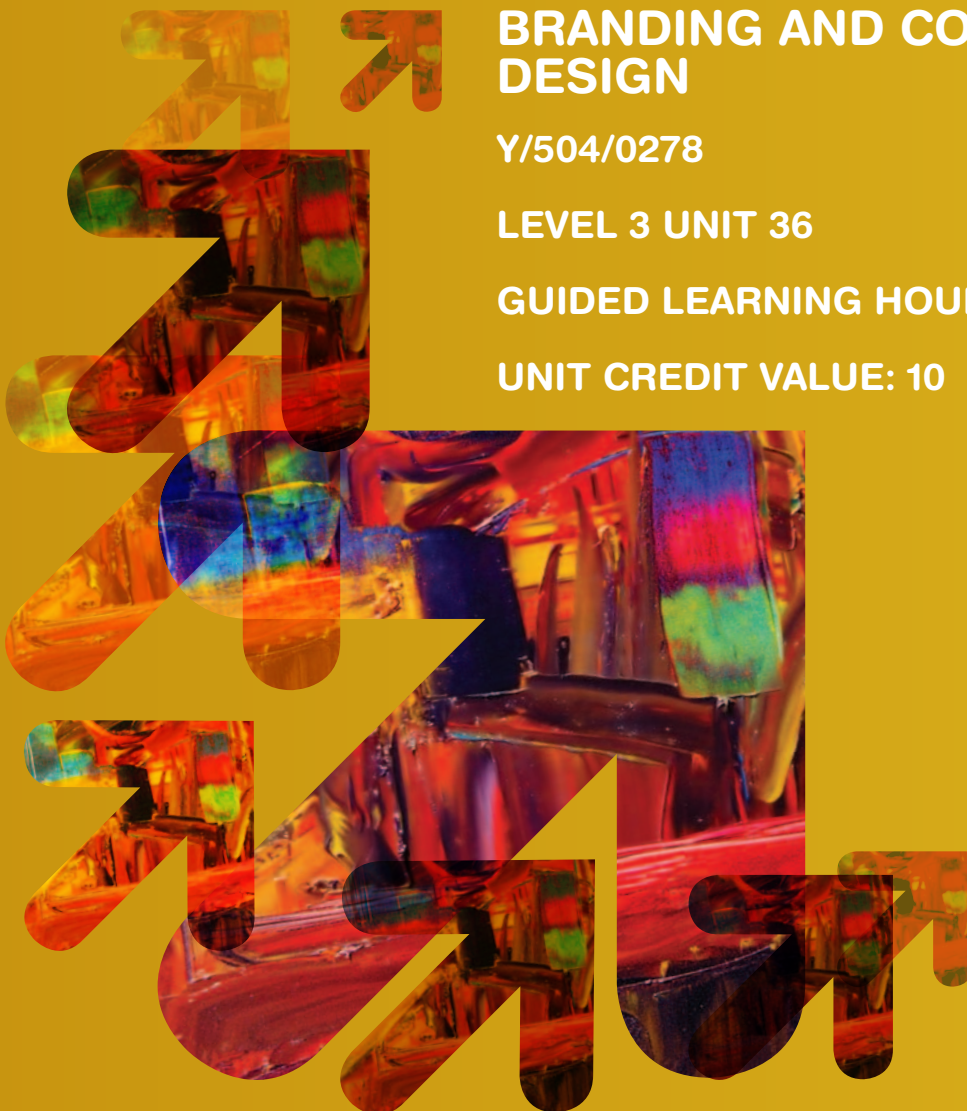
**BRANDING AND CORPORATE  
DESIGN**

Y/504/0278

LEVEL 3 UNIT 36

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



# BRANDING AND CORPORATE DESIGN

Y/504/0278

LEVEL 3

## AIM OF THE UNIT

By completing this unit, learners will understand how companies brand themselves, and will understand the media, techniques and equipment used to design logos for corporate use. They will be able to develop their own ideas for a logo, in response to a brief, for presentation to a client for feedback. Taking account of client feedback, they will be able to produce, and present a final logo design to a target audience, and be able to evaluate the audience's feedback.

## ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO)	Pass The assessment criteria are the pass requirements for this unit.  The learner will:	Merit To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	Distinction To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Understand corporate branding and design	P1 Learners investigate a range of ways in which branding and corporate design is used by companies		
2 Be able to use media, techniques and equipment suitable for designing corporate	P2 Learners experiment with a range of media, techniques and equipment suitable for designing corporate logos		
3 Be able to develop ideas for a corporate logo in response to a client brief	P3 Learners develop a range of appropriate ideas for an original logo. The logo ideas are suitable for a corporate brand and are developed in response to a client brief	M1 Learners use their exploration into corporate branding to influence the development of a range of original, imaginative and thoughtful ideas	
4 Be able to present ideas for a corporate logo to a client for feedback and refinement	P4 Learners present their range of suitable corporate logo design ideas to the client for feedback	M2 Learners consider and use effective presentation techniques, which successfully communicate their intentions	
	P5 Learners refine one final corporate logo idea, in response to feedback from the client		
5 Be able to produce a final corporate logo design for presentation to a target audience or focus group	P6 Learners produce a competent and original logo in response to a client brief. The final logo design is suitable to represent a corporate brand	M3 Learners demonstrate proficient skills in producing their successful final original logo. The work produced is generally of a good quality and satisfies most of the requirements of the given brief	D1 Learners produce very original final logo that fully meets the requirements of the given brief. The work produced is skilfully finished, generally of a high quality and displays a thorough understanding of the materials and processes used
	P7 Learners present their final corporate logo to a target audience or focus group for feedback		

## TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

### Understand corporate branding and design

For example:

- Look at brandings and reasons for their success (eg what makes them attractive, memorable, easily recognisable)
- Identify types of logo (e.g. image based, text based or mixture of text and image)
- Where logo/branding appears (e.g. advertising, stationery, uniforms, vehicles)
- Association with moods, feelings, atmospheres, memories evoked.
- How qualities of the company/organisation are enhanced through their brand image (e.g. different font style, image and colours).

### Be able to use media, techniques and equipment suitable for designing corporate

For example:

- Use traditional wet/dry media
- Vector illustration software (e.g. Adobe Illustrator, Corel Draw)
- Bitmap/image manipulation software (e.g. Adobe Photoshop, Corel).

### Be able to develop ideas for a corporate logo in response to a client brief

Client brief can be real, or set by tutor acting as client.

For example, research:

- product type
- services offered
- customer profile/target audience
- corporate image/qualities

For example:

Experiment, considering:

- images
- shapes
- text styles
- fonts
- colours
- layouts combining text and image.

### Be able to present ideas for a corporate logo to a client for feedback and refinement

For example, consider:

- aesthetic suitability of design to identity of company/product (e.g. appropriate colour, fonts)
- suitability for customer profile/target audience
- fitness for purpose
- requirements of the brief
- scalability of design for different applications

Logo designs could be hand drawn, computer generated printouts etc.

Ideas could be sent to the client for example via email, or presented to them in person.

For example:

- Take one idea on the basis of client feedback or preference to develop further.
- Make amendments/refinements based on client likes/dislikes.

### Be able to produce a final corporate logo design for presentation to a target audience or focus group

For example:

- Logo presented/applied on letter heading, business cards, corporate gifts, webpage, merchandise, advertising etc.
- Visualised (via image manipulation) on buildings, vehicles etc.

For example:

Gather feedback from target audience fitting company's customer profile.

Could be online survey, questionnaire, focus group etc.

Consider asking:

- is the logo attractive, memorable, easily recognisable?
- is it associated with moods, feelings, atmospheres, memories evoked?
- is it effective in representing the corporate brand ideals?
- what qualities does it communicate?

## DELIVERY GUIDANCE

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass grading criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets the pass grading criteria. There are no other additional requirements for this unit.

For **P1** learners will, recording evidence using annotated studies, investigate branding to understand reasons for its success, different types/forms, how they are used and how they work to enhance and communicate a company/organisation identity.

In **P2** the learners will experiment with media, techniques and equipment, both traditional and digital. Evidence for **P1** and **P2** could be integrated, branding, logo and corporate designs being investigated through different media, techniques and processes, as annotated studies.

**P3/P4/M1/M2** will allow the learner to respond to a brief set by a client/tutor acting as the client, first by generating a range of ideas, developing them and then presenting a range to the client for feedback. Evidence could be in the form of annotated studies, sketches, drawings, notes, printouts etc. that show the media, processes, software used etc and reasons for decisions made.

Using the client feedback for **P5/P6/M3/D1**, one idea should be refined and produced as a final logo/corporate design and displayed to show how its branding potential eg applied to a letter heading, web page, business card, merchandise, advertising etc.

To test the final branding/corporate/logo design it should be presented in **P7** to a target audience that fit the company's profile and feedback collected using a suitably planned format and questions.

## RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

### Books

Design, Sussner.	<i>Letterhead and Logo Design 10</i> Rockport Publishers ISBN-10: 1592533752
Stones, John.	<i>No Rules Logos</i> RotoVision SA ISBN-10: 2888930528
Owens, Sarah.	<i>Yes Logo: 40 Years of Michael Peters Branding, Design</i> Black Dog Publishers ISBN-10: 1906155372
Neuenschwander, Brody.	<i>Letterworks: Creative Letterforms in Graphic Design</i> Phaidon ISBN: 0714829099

## LINKS TO NOS

Creative and Cultural Skills – Design (2009)

**DES3** Use critical thinking techniques in your design work

**DES5** Follow a design process

**DES7** Contribute to the production of prototypes, models, mock-ups, artwork, samples or test pieces

**DES10** Create visual designs

**DES18** Interpret the design brief and follow the design process

Proskills – Digital Artwork for Print (2006)

**Unit 711** Design and produce creative digital colour artwork for print



## **CONTACT US**

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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