

Designing Experiences: Branding and Packaging

In this collaborative studio, we will explore the theories, principles, and case studies of branding, focusing on creating a strategic framework that encompasses key elements such as brand perception, experience, and promise. Design teams will investigate various design components, messaging, and packaging systems that effectively communicate the essence, personality, and attributes of their chosen brand. Through their proposed designs, teams will bring the brand to life by developing its visual identity, tone of voice, and overall attitude. Our goal is to ensure that all brand touchpoints are cohesive and resonate with the target audience, ultimately enhancing brand equity and fostering an emotional connection with consumers.

Brand: a person's perception of a product, service, experience or organization; the art and science of brand building. (AIGA CENTER OF BRAND EXPERIENCE)



When perception and experience of the brand **resonate** are in balance, a core promise is stated. A brand promise statement embodies the **essence** summarizing the total customer experience. Ultimately, how the brand speaks, how the brand acts, and how the brand looks are keys to the success of a branding program.

What is your **Promise** . . .
 What is your **Message** . . .
 What is your **Story** . . .

A structured approach integrating holistic-thinking and research analysis that provides a context for developing brand strategy and design direction (as an instructional tool for undergraduate level design practice).

