The course offers the students an opportunity to develop their understanding of the dynamic interrelationships of design, communication, and public identity. Students will learn to apply methodologies from a range of core disciplines, including sociology, engineering and marketing. Over the two terms of the course they will learn to apply these to complex organizations, defining the organizational brand positioning and strategy, in particular, in the areas of organization, culture, and identity. The goal is to understand how complex organizations are defined by their public identities, and how those identities can be strategized and designed. Students will learn design research methodologies that will enable the students to understand how professional design discipline: Introduction to professional design and brand research and practice methodologies will enable the students to understand how the brand identity of an organization is formed and how it can be communicated. This course sequence will further the development of Design | Media Arts as both an intellectual and a professional discipline. Currently, no undergraduate or graduate course is dedicated to the generation of design discourse.

Intellectual Discipline: Original research on the positioning and communication strategy of our given organization will yield a rigorous form of cultural history and analysis. This text is 34pt. with 31.5 leading.
Intellectual Discipline:

Original research on the positioning and communication strategy of our given organization will yield a rigorous form of cultural history and analysis.

This text is 136pt. with 126 leading.