



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X65108

Course / Subject Name : Branding Design

w. e. f. Academic Year:	2024-2025
Semester:	6
Category of the Course:	Elective

Prerequisite:	It's an introductory course so there are no prerequisites as such
Rationale:	<ul style="list-style-type: none">To learn basics of branding, including brand identity, positioning, and storytelling, and how these concepts translate into interior designTo study how to reflect brand's values, mission, and identity through interior design choices (e.g., materials, colour schemes, spatial layout)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	1	1	2	NA	50	50	NA	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Unit 1 : Introduction to Branding in Design Explain the fundamentals of branding, including brand identity, positioning and brand strategy. Discuss the role of branding in spatial design, how physical spaces can communicate a brand's story, and the importance of customer experience in branded environments (retail, hospitality, offices, etc.).	8	25
2.	Unit 2: Elements of Branding Explore how colour palettes, textures, and materials are chosen to reflect brand values and aesthetic. Examine how lighting and space planning contribute to brand identity. Explore ways to maintain brand Consistency across multiple touchpoints.	8	50



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X65108

Course / Subject Name : Branding Design

3.	Unit 3: Branding in Various Interior typologies Retail Design: Study the role of branding in retail spaces. Discuss how store layouts, display design, and lighting influence consumer behaviour and align with the brand. Hospitality and Restaurant Branding: Explore branding in hotels, cafes, and restaurants. Focus on how design impacts guest experience and reinforces the brand's values. Corporate and Workspace Branding: Examine how branding influences workspace design, shaping company culture and employee experience.	16	50
Total		32	100

*: indicative

References/Suggested Learning Resources:

(a) Books:

1. "Branding Interiors: Bringing the Brand to Life in Interior Design" by Wendy Alexander
2. "The Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier
3. "Brand Spaces: Branded Architecture and the Future of Retail Design" by Patricia de Lille

Suggested Project List:

- A. Group Case studies to analyse how design elements communicate brand values wrt specific interior spaces
- B. Create a branding strategy for a brand and outline the design elements they'd use to reflect it in the space via sketches, mood boards, etc

*- This is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy
