

Visual Identity in the Built Environment

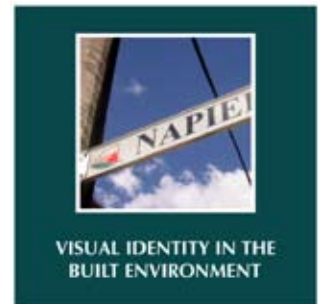
A fully online public course

It may seem obvious why a fashion boutique stamps a big logo on the front of its commercial premises, however, ask yourself: why do local councils label street signs in their municipality with a council emblem, or why do public parks nowadays have a logo designed to represent them?

Most environments we encounter on a daily basis have been designed to carry a specific visual identity or brand. Some of the more obvious examples include retail stores, shopping malls and themed parks. Today, however, even train stations, public parks and city districts are being visually branded.

The course Spatial Branding explores a range of commercial and non-commercial spaces. It examines how visual identity has been programmed into these spaces and how this affects the user-experience. Through these examples, the course aims to evaluate the practice of 'spatial branding', focusing on some of the relevant social, commercial and ethical issues.

This course includes a series of online lectures, individual and group tasks and site visits (in your locality) that will provide you with insight needed to identify social and commercial implications arising from the practice of 'spatial branding'.



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For further information, please visit <http://www.cofa.unsw.edu.au/online/enrich/>