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# Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)



## Synopsis

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience. A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications-brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others-while benefiting from the thoughtful commentary and full-color branding work of award-winning designers and creative directors worldwide.

## Book Information

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Foreword Introduction: Historical Overview Preface PART I. Strategy Chapter 1. What is branding? Chapter 2. The Branding Process PART II. IDEAS Chapter 3. Formulating Relevant Branding Ideas Chapter 4. Brand Constructs: Strategic Advantages Part III. DESIGN Chapter 5. On Designing Chapter 6. Designing Visual Language Elements of the Brand Identity Chapter 7. Designing Brand Identity Applications: Identification graphics Chapter 8. Designing Brand Identity Applications: Advertising and Promotional Design Part IV. More Case Studies

Robin Landa holds the title of Distinguished Professor in the Michael Graves College at Kean University. She has written 23 books, including ADVERTISING BY DESIGN, 3rd Edition; NIMBLE: THINKING CREATIVELY IN THE DIGITAL AGE; BUILD YOUR OWN BRAND; DRAW!; TAKE A LINE FOR A WALK; and DESIGNING BRAND EXPERIENCES. Robin has received numerous awards and honors from such organizations as the National Society of Arts and Letters, the National League of Pen Women, Creativity and the ADCNJ. In addition to winning a Human Rights Educator Award, Robin was lauded by the Carnegie Foundation as among the "Great Teachers of Our Time." She is a monthly contributor to HOW Design magazine and a presenter and keynote speaker at international design conferences. Robin also presents at universities, judges design competitions and is a chairperson of Design Incubation, an advocacy organization dedicated to communication design research.

I am studying a master on marketing, the course I am taking right now is "Branding". I found this book very interesting, because it complements my knowledge but from a designer's point of view. It is very clear and the examples are real. I love it is not black and white, it is color which I find very important when it is design related material.

This book is a great tool for any designer looking to learn more about brand solutions! get it, you won't regret it!

Good condition when purchased.

There were some chapters that need to be update to today's marketing. There was stuff about how brands should stick with one category for product and that is not how things are done anymore. Many companies are cross-marketing into other types of products.

I really enjoyed this book. It is very concise and to the point. This is a book of examples, case scenarios of branding strategies.

Good book for newbie advertising professionals. Unlike other theory books, this follows a step by step guide for creating a brand. Make sure you understand what a brand is first, though... read "The Brand Gap" first.

I've never seen a book so poorly designed since my junior high health book. I thought this book looked good based on other reviews on but once I opened it up all I see is horrible design. The book is based on an atrocious grid, with horribly uninteresting typography, and a "let's try to hit every base, even if it's only for a couple of lines" attitude to the content. The content is written like a junior high essay. I don't mean in the way the author articulates herself, what I mean is how she touches on subjects so briefly as if she was required to by somebody else. The intro for example contains a brief (brief brief) history of just about every part of design, but in a bulleted format like she was giving a lecture. There's just no heart in the content. Overall, the whole thing looks like a powerpoint presentation and I'm so disgusted by what I see that I can't even get past the first two chapters. I'm selling this book and getting my money back for something more worth while.

I've read all the current and classic books on branding and brand identity. No one author, other than Landa, really sees the future of branding so clearly-Landa tells it like the big guns at Ogilvy and Landor! Love the term "experiences" which includes the audience as a major player in the brand.

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