



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

By Robin Landa

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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.

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Review

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

About the Author

Robin Landa holds the title of Distinguished Professor in the Robert Busch School of Design at Kean University of New Jersey. She is included among the teachers that the Carnegie Foundation for the Advancement of Teaching calls the "great teachers of our time." Most recently, Landa was a finalist in the WALL STREET JOURNAL's Creative Leaders competition. Professor Landa has won numerous awards for design, writing, and teaching, and is the author of 12 published books about graphic design, branding, advertising, and creativity, including GRAPHIC DESIGN SOLUTIONS (Wadsworth/Cengage), ADVERTISING BY DESIGN (John Wiley & Sons), and DESIGNING BRAND EXPERIENCES (Wadsworth/Cengage).

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