

Curso 2025-26



Istituto Europeo di Design

Centro privado autorizado

GUÍA DOCENTE DE
Personal Branding

Título de Grado en
Enseñanzas Artísticas Superiores de Diseño

Especialidad de Diseño de Producto

Fecha de actualización: 1 de septiembre de 2026



Dirección General de Universidades y
Enseñanzas Artísticas Superiores
CONSEJERÍA DE CIENCIA, UNIVERSIDADES
E INNOVACIÓN

Título de Grado en Enseñanzas Artísticas Superiores de Diseño

Asignatura: Personal Branding (Marca personal)

1. COURSE IDENTIFICATION

Type	OEI-DPS	
Nature	Theory and Practice	
Specialisation / Pathway / Style / Instrument	Product Design	
Subject Area	Graphic Ideation and Three-Dimensional Reality	
Teaching Period	6th Semester	
Number of Credits	4 ECTS	
Number of Hours	Total: 120h	In-person: 72h
Minimum Number of Students Required for the Course to Run	-	
Department	Product Design Department	
Prerequisites	None	
Language(s) of Instruction	Spanish	

2. COURSE COORDINATOR

Surname and Name	Email Address
Vallhonrat Serrano, Jaime	campus IED

3. TEACHING STAFF AND GROUPS

Surname and Name	Email Address	Groups
Vallhonrat Serrano, Jaime	campus IED	All

4. COMPETENCES

Transversal Competences
CTD1, Organise and plan work efficiently and effectively, fostering motivation.

CTD3 Solve problems and make decisions in accordance with the objectives of the work being carried out.

CTD5, Understand and use at least one foreign language within the context of professional practice.

CTD7, Use communication skills and constructive criticism in teamwork.

CTD14, Master research methodology in the development of projects, ideas and viable solutions.

General Competences

CGD2, Master the languages and expressive resources of representation and communication.

CGD5, Act as mediators between technology and art, ideas and objectives, culture and commerce.

CGD8, Develop research and innovation strategies to address expectations related to functions, needs and materials.

CGD18 Optimise the use of the resources required to achieve the intended objectives.

Specific Competences

CEP9 Master graphic and visual resources for two- and three-dimensional representation.

CEP11, Understand communication technologies and their applications in product design.

CEP13, Understand the economic, social, cultural and historical context in which product design is developed.

CEP15, Reflect on the positive social impact of design, its contribution to improving quality of life and the environment, and its capacity to generate identity, innovation and quality in production.

5. LEARNING OUTCOMES

I Apply strategies and decision-making criteria, fostering innovation and quality.

I Reflect on self-awareness as applied to the creation of a personal brand and a distinctive visual identity.

I Position oneself as a design professional and define personal goals and values.

I Develop a product design portfolio and explore the concepts of visual communication in greater depth.

6. CONTENT

Thematic Block (if applicable)	Topic / Content
I. Design and Brand	Topic 1. What Is a Brand?
	Topic 2. What Is Personal Branding?
	Topic 3. Building an Identity
	Topic 4. Visual System

7. STUDENT WORKLOAD PLANNING

Type of Activity	Total Hours
Theoretical Activities	9.5 hours
Practical Activities	15 hours
Other Compulsory Training Activities (workshops, seminars, etc.)	32 hours
Assessment Activities	15.5 hours
Student Independent Work	8 hours
Preparation for Practical Activities	31 hours
Assessment Activities	9 hours
Total Student Workload	120 hours

8. METHODOLOGY

Theoretical Activities	The main teaching method used is the lecture, in which course content is presented and explained by the lecturer, supported by the use of Information and Communication Technologies (ICT). During these sessions, questions may be raised, doubts clarified, guidance provided on information research, and individual or group discussions encouraged. These sessions cover the course content through a three-way exchange of information (lecturer-student-student group), which is then developed into tangible exercises designed to form part of the practical activities. Each session is followed by a group discussion related to the topic covered.
Practical Activities	Practical activities will be divided into two types: I Case Study: a method in which students analyse professional situations presented by the lecturer in order to develop experiential understanding and identify effective solutions. These cases address, one by one, the formal aspects that are important and essential in the portfolio design process (composition and grid, typography, rhythm and structure, etc.). I Project-Based Learning: situations in which students explore and address a practical problem by applying interdisciplinary knowledge. In this case, students must develop a branding project. Project Presentations: presentation of the project assigned to each student.
Other Compulsory Training Activities (workshops, events, seminars)	Visits to branding studios and relevant case studies may be organised. Design Workshop: a teaching session aimed at reviewing and discussing the concepts and topics presented in class. These sessions support the work undertaken throughout the course, allowing students to clarify questions and explore in greater depth the content covered in theoretical and/or practical activities.

9. ASSESSMENT AND GRADING CRITERIA AND METHODS

9.1. ASSESSMENT METHODS

Theoretical Activities	Students will be expected to participate in discussions held during theoretical sessions.
Practical Activities	A series of deliverables (practical exercises and case studies) and an individual final project related to the course content will be set. Specific submission requirements will be established for each deliverable.
Other Compulsory Training Activities (workshops, events, seminars)	Attendance at organised visits will be required. Attendance and participation in the Design Workshop will be required.

9.2. ASSESSMENT CRITERIA

The following will be assessed:

1. The application of strategies and decision-making criteria, fostering innovation and quality.
2. Reflection on self-awareness as applied to the creation of a personal brand and a distinctive visual identity.
3. The ability to position oneself as a design professional and define personal goals and values.
4. The development of a product design portfolio, exploring the concepts of visual communication in greater depth.

Assessment must be designed and planned in such a way that it is integrated into teaching and learning activities.

Student assessment should be continuous, personalised and comprehensive:

- I Continuous, as it is embedded within the teaching and learning process and is therefore not limited to specific dates or assessment situations.
- I Personalised, as it must take into account each student's abilities, skills and attitudes. Particular attention will be paid to the student's participation in group work.
- I Comprehensive, as it requires consideration of the general competences established for the programme through the objectives of the different thematic units and subject areas.

Students' learning will be assessed in relation to the achievement of the educational objectives established in the curriculum and associated with the general and specific objectives, taking the assessment criteria established for the subject area as the primary reference.

In order to assess the students' learning process, it is necessary to:

- I Assess their curricular competence (abilities and aptitudes).
- I Assess the factors that hinder or facilitate effective learning.
- I Encourage student self-assessment and peer assessment as a means of analysing and critically reviewing results, allowing students to adjust their attitudes and approaches in order to improve.
- I Assess the learning context in which the student develops their knowledge and skills.

Theoretical Activities	Participation in discussions held during the sessions.
Practical Activities	Assessment of case study analysis. Completion, presentation and submission by the established deadline of the proposed individual final project related to the course content: I Assessment of the practical work carried out I Assessment of the conclusions or project presented
Other Compulsory Training Activities (workshops, events, seminars)	Attendance at organised visits. Attendance and participation in the Design Workshop.

9.3. GRADING CRITERIA

1. The assessment system used in this course follows a continuous assessment model.
2. Under the continuous assessment system, class attendance is compulsory, and students must attend at least 80% of the activities conducted in the presence of the lecturer.
3. Students who do not meet the requirements for continuous assessment must complete a specific submission for assessment without continuous assessment. This may include any components deemed appropriate, with their corresponding weightings specified in the relevant section of this course guide.
4. In all cases, students will have access to an extraordinary assessment opportunity, the structure, assessment methods and grading criteria of which are specified in this course guide.
5. To be eligible for continuous assessment, students must submit each and every practical assignment by the established deadline.

9.3.1. Weighting of Assessment Components for Continuous Assessment

Assessment Components	Weighting
Case Study Analysis	20%
Completion, Presentation and Submission of the Project	70%
Critical and well-reasoned participation in workshops, meetings, visits, tutorials, discussions, etc.	10%
Total	100%

9.3.2. Weighting of Assessment Components for Students Who Lose the Right to Continuous Assessment

Reasons why a student may lose the right to continuous assessment: failure to meet the compulsory class attendance requirement, established at a minimum of 80% of activities conducted in the presence of the lecturer.

Assessment Components	Weighting
Completion, Presentation and Final Submission of the Course Project	60%
Completion of a Specific Assessment for Students Who Have Lost the Right to Continuous Assessment	40%
Total	100%

9.3.3. Weighting of Assessment Components for the Extraordinary Assessment

Assessment Components	Weighting
Completion, Presentation and Final Submission of the Course Project	60%
Completion of a Specific Assessment for the Extraordinary Assessment	40%

Total	100%
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9.3.4. Weighting for the Assessment of Students with Disabilities

Adaptations to assessment methods must take into account the different types of disability.

Assessment Components	Weighting
To be determined according to the student's specific needs.	
Total	100%

10. SCHEDULE OF CONTENT, TEACHING METHODOLOGY AND ASSESSMENT

Session	CONTENT, ASSOCIATED TEACHING METHODOLOGY AND ASSESSMENT METHODS	Total hours in-person	Total independent study hours
Session 1	TOPIC 1: What Is a Brand?		
	Theoretical Activities	Lecture covering the specific content of this section (concept and notion of brand). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	1.5 hours 2 hours
	Practical Activities	Case Study Analysis	1 hour 1 hour
	Other Training Activities	Design Workshop	2 hours

Sessions 2 and 3	TOPIC 2: What Is Personal Branding?		
	Theoretical Activities	Lecture covering the specific content of this section (branding concept). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	2 hours 2 hour
	Practical Activities	Practical Case Study / Personal Brand Project Case Study Analysis	2 hours 4 hours

	Other Training Activities	Design Workshop	4 hours	
	Assessment	Review of Practical Case Study / Personal Brand Project Proactive participation in class by sharing the knowledge, experiences and tools gained from the organised visit.	1 hour	

Sessions 4, 5, 6 and 7	TOPIC 3: Building an Identity			
	Theoretical Activities	Lecture covering the specific content of this section (brand identity development). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	4 hours	4 hours
	Practical Activities	Practical Case Study / Personal Brand Project Case Study Analysis	4 hours	8 hours
	Other Training Activities	Design Workshop	8 hours	
	Assessment	Review of Practical Case Study / Personal Brand Project	2 hours	

Session 8	TOPIC 3: Building an Identity			
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Submission, Defence and Presentation of the Personal Profile	2.5 hours	4 hours

Sessions 9 and 10	TOPIC 4: Visual System			
	Theoretical Activities	Lecture covering the specific content of this section (graphic visual systems). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	2 hours	
	Practical Activities	Practical Case Study / Personal Brand Project	2 hours	6 hours
	Other Training Activities	Design Workshop	4 hours	
	Assessment	Review of Practical Case Study / Personal Brand Project Proactive participation in class by sharing the knowledge, experiences and tools gained from the organised visit.	1 hour	

Sessions 11, 12, 13 and 14	Development of Final Project			
	Practical Activities	Practical Case Study / Personal Brand Project	6 hours	12 hours
	Other Training Activities	Design Workshop	8 hours	
	Assessment	Review of Practical Case Study / Personal Brand Project	4 hours	

	Submission and Defence of the Final Project
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Session 15	Other Training Activities	Design Workshop	4 hours	
	Assessment	Continuous Assessment: Submission and Defence of the Final Project Assessment without Continuous Assessment: Submission and Defence of the Final Project and Completion of the Specific Assessment	2,5 hours	5 hours

Session 16	Grade Release, Assessment and Feedback.			
	Assessment	Review and assessment of students' work and release of grades	2.5 hours	

11. TEACHING RESOURCES AND MATERIALS

Digital presentations in the classroom.

Teaching resources and materials available on the Virtual Campus for each thematic block.

11.1. General Bibliography

Title	No logo: El poder de las marcas
Author	Naomi Klein
Publisher	Booket

Title	Creative Personal Branding: The Strategy to Answer
Author	Jürgen Salenbacher
Publisher	Bis Publishers

Title	Diseño de marcas
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Author	Wally Olins
Publisher	Thames and Hudson Ltd

11.2. Supplementary Bibliography

Title	Wally Olins. Brand New.: The Shape of Brands to Come
Author	Wally Olins
Publisher	Thames and Hudson Ltd

Title	¡Qué desastre! Cómo convertir errores épicos en éxitos creativos
Author	Erik Kessels
Publisher	Phaidon

Title	The Digital Transformation Playbook
Author	David L. Rogers
Publisher	Columbia University Press

Title	Think Punk: El nuevo pensamiento creativo para sobrevivir en la vida y en la empresa
Author	Ecequiel Barricart

Publisher	Urano
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Title	Brandoffon: El branding del futuro
Author	Andy Stalman
Publisher	Amazon

Title	ZAG
Author	Marty Neumeier
Publisher	New Riders

Title	Brand Thinking
Author	Debbie Millman
Publisher	Allworth Press

Title	BrandSoul
Author	Nicolás de Salas
Publisher	LID

Title	Branding. The power of business
Author	Iván Díaz
Publisher	-

11.3. Useful Websites

<https://lacriaturacreativa.com/>

<https://www.dezeen.com>

<https://thecoolhunter.net/>

<http://trendland.com/>

<https://www.designboom.com/>

11.4. Other Teaching Materials and Resources

Software	Adobe Photoshop
Software	Adobe Illustrator
Software	Adobe InDesign