Design, Visual Communication and Branding

Collection Editor: Daniel Raposo

Description

This book aims to highlight how digital communication has brought about changes in branding, namely in design, in the media, in communication languages, in the relationship with audiences, in experience design, behaviour, culture and in brand management mechanisms. On the other hand, artificial intelligence has opened doors to other ways to deal with big data and to communicate with mass audiences, through the customization of messages or a one-to-one logic. Overall, the intersections between Digital Communication and Artificial Intelligence seem to point to a new reality in brand communication, which includes Computer Vision, Pattern recognition, changes in the design business and also in the way communication design and branding are done.

About the Editor

Daniel Raposo is a Communication Designer, Professor of Design at the Polytechnic Institute of Castelo Branco, Portugal and is particularly dedicated to Communication Design, Branding, and Visual Identity.He holds a PhD in Design, a Master in Design, Materials and Product Management and a degree in Communication Design.Publisher and author of books such as "Communicating Visually: The Graphic Design of the Brand"; "Perspective on Design: Research, Education and Practice"; Identity and Corporate Image Design.

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Contributions should be scholarly rather than anecdotal or unverifiable;

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