

Call For Participants



Enhancing better synergies
between brand management
and experience design



30 min(s) to complete

Sincere Gratitude

Interview

Newcastle upon Tyne, UK

Northumbria University

This study examines contemporary developments in the arena of experience design with the aim of developing tools that will aid brand identity and experience design in light of the evolving pressures of globalisation. The availability of empirical data will help designers overcome uncertainty about how to move forward, and these tools will equip them to do so.

Find out more online

Poster printed on 27/04/2024

Study expires on 01/09/2018

More info

by scanning the QR code
or visiting the URL

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