

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

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**WEB DESIGN  
AS A TOOL FOR CREATING  
A VISUAL BRAND IDENTITY**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Philosophy,  
Associate Professor  
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## ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the phenomenon of visual brand identity. The second chapter is theoretical, it reveals the specifics of web design as a tool for creating a visual brand identity. The third chapter is theoretical and practical, which describes the stages of website design development, as well as demonstrates the process of creating a visual brand identity by means of website design. Total scope of the graduate thesis is 62 pages and includes 8 illustrations, 3 tables, 4 appendices and 35 sources used.

Keywords: web design, brand, branding, visual identity, archetype, website, Ux/UI design.

The purpose of the graduate thesis is to identify the features of web design as a tool for creating a visual brand identity.

The object of this work is web design as a company identification tool.

The subject of the graduate thesis is the specifics of web design as a tool for creating a visual brand identity.

The methodological basis of the graduate thesis was the project method.

In the process of writing the thesis, the following results were obtained: the concepts of brand and branding were considered; a general characteristic was given and the specifics of visual identity were revealed; archetypes were described as the basis for creating a visual brand identity; the instrumental nature of web design was described; a general characteristic of the website was given and its role as a means of brand promotion was revealed; the main stages of development were described website design; the correlation of values and visual identity of the XS place brand is revealed; the process of developing the website design of the XS place studio is described.

The novelty of the results obtained is due to the lack of research on the role of web design in the process of forming the visual identity of the brand. The project, created as part of the thesis, allowed us to demonstrate the instrumental nature of web design by a practical example and identify its role in creating a visual brand identity.

The materials and results of the graduate thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the graduate thesis can be useful to people who are engaged in web design, Ux/UI design, marketing specialists, can be used in the educational process, within the disciplines of "Web Design", "Marketing", as well as in the implementation of projects aimed at creating a visual identity by means of website design.