

project 2

INTRODUCTION //

This project will be an expansion of the processes, exploration and development of a brand from the ground up. You will be asked to propose a company or brand to design or redesign the brand identity for. We will be emphasizing conceptualization and exploration of brand identities based on your company or organization. You will begin with a strategic summary or creative brief before moving into exploration and conceptualization. Refinement and implementation of that identity into several touchpoints will result in a clearly visible brand identity system that should reveal a depth of concept and consistency of handling across several media.

OBJECTIVES //

The objectives of this project are to:

- » Continue to gain a greater understanding of branding terminology.
- » Reinforce and continue using research and strategy methods discussed in project one.
- » Emphasize the creative/conceptual exploration process.
- » Explore new methods for generating concepts.
- » Identify and explore technical issues of achieving desired results with software/hardware.
- » Expand the application of brand identity systems to a broader array of touchpoints.

PROJECT COMPONENTS //

There will be three phases to this project. The first will be the combination of research and strategy. The second phase will be the development of the design concept. The third phase will be the implementation of the brand expression. Each of these components will have due dates that require your organization, diligent use of class time and dedication to the time required outside of class. The pace of the work will be much quicker than the first half of the class. You will be expected to show substantial progress between each class, with an emphasis on exploration and conceptual development.

Phase 1

This phase will be condensed from last project dramatically. You will be asked to select the components from the first project that were most helpful to you and create a strategic/creative brief that will guide your direction on the project. You should choose to include at least 2 of the following exercises:

- » Company details
- » Competitive audit (2-3 similar/competing companies)
- » Audience personas
- » Brand personality map
- » Obituary, purpose, vision, wave & “onliness” statement.

Additionally you should answer the following questions in a 8.5” x 11” report to be handed in next class:

- » Project title
- » Background/Overview
- » Objective
- » Target audience
- » Most important thing to communicate
- » Emotional reasons to buy or believe in the product
- » Other important issues to understand about the consumer, product or brand environment

Phase 2

This phase focuses on generating and refining concepts for the development of the brand identity. It will consist of the following components:

- » Process folder with ample research materials (get offline and into the library).
- » Sketch book with all conceptual exploration and sketches included.
- » Presentation of final logo with key primary and secondary elements (typography, color palette, imagery, etc.)
- » Simple stationery package consisting of business card, letterhead, envelope

The process folder and sketch book will be handed in, the final logo should be presented in color on an approximately 10 x10” printout mounted on black matboard with stationery presented on separate matboard at full-scale. The identity elements should be presented in 8.5 x 11” printouts.

Phase 3

This phase will implement the brand identity elements into 3-5 communication tools that are chosen to fit your company. You will be required to design at least 1 online application and will propose at least 2 additional brand touchpoints. Depending on complexity of your selected touchpoints you may be required to do additional components:

- » Website
- » Online advertising
- » Sales literature
- » Informative literature
- » Signage
- » Environmental elements
- » Packaging
- » Poster

Phase 3 will be presented on black matboard and online (for web related materials). A final report will accompany refined presentation boards for the final grade. It will include strategic/creative brief, logo style guide including secondary elements.

SCHEDULE //

CLASS	TOPIC	DEADLINES
OCT 20	introduction	company proposals due
OCT 22	conceptual exploration	strategic/creative brief
OCT 27	brand identity presentation	30 conceptual sketches
OCT 29	typographic resources	present 5 logo comps in class
NOV 3	non-digital design methods	refined logo with color/typography palette
NOV 5	brand identity style guides	stationery package comps
NOV 10		final logo with stationery package
NOV 12	designing for the internet	rough sketches of 3 brand touchpoints
NOV 17		
NOV 19		Check point presentation
NOV 24		
DEC 1		Checkpoint Presentation
DEC 3		
FINALS		final report and project due

If you neglect to ask what is the purpose, of the project? Your choices of how to solve it become arbitrary and you will suffer the nagging feeling of arbitrariness. You will experience the anxiety of wondering would another solution have been more successful?... Uncovering the essential purpose of any endeavor requires asking something what it wants to be and discovering how that relates to what you want or need it to be.

RICHARD SAUL WURMAN, 1990