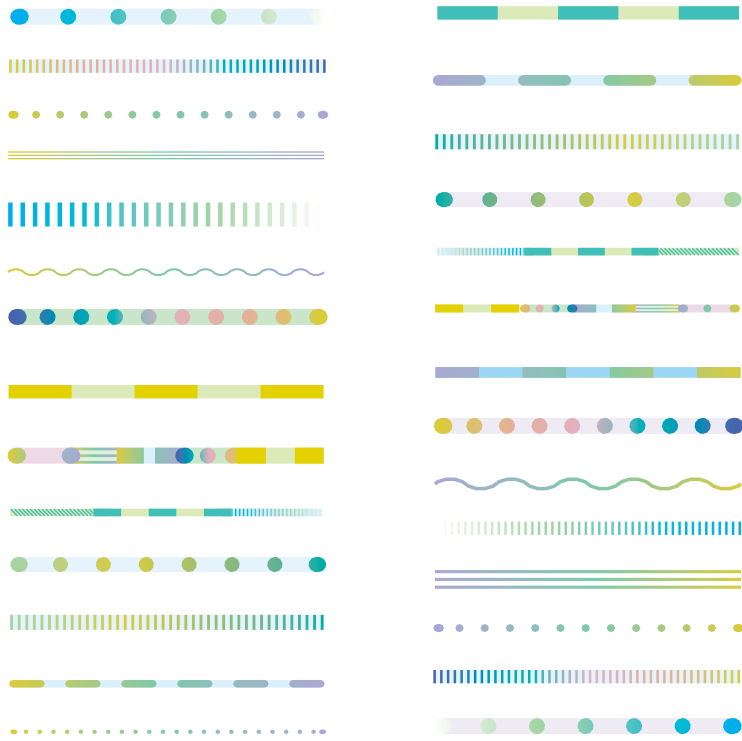


# CHOICE PROJECTS. A. + B.



DESCRIPTION:

In this project, we will explore a system of collateral of design artifacts and touch points surrounding two brands, brand A and brand B. You will build these concepts from the ground up starting with naming. Select two directions and develop them as concepts for each artifact listed under requirements on following pages to solve the problem. The method and approach to design process is up to you to define and develop. You may mix or match aspect of the below list but the other all weight or design artifacts must be consistent. I do NOT recommend that you use an existing project. This is required to be a new concept.



WATCH & REVIEW:

- \_\_1. Requirements See page 4 for requirements.
- \_\_2. Student Work Examples: [https://drive.google.com/drive/folders/1bzzimXEPUp-sMS\\_z5avTlwIqqrZvs?usp=sharing](https://drive.google.com/drive/folders/1bzzimXEPUp-sMS_z5avTlwIqqrZvs?usp=sharing)
- VIDEO RESEARCH:
- \_\_3. Starting The Branding Process – Building A Brand, Episode 1 <https://youtu.be/mxgOY2Ms-YI>
- \_\_4. Building A Brand – Defining The Customer, Episode 2 <https://youtu.be/fZD-IFIkB68>
- \_\_5. Working on a Design Team – Building A Brand, Ep. 3 <https://youtu.be/yG6wbR03bLS>
- \_\_6. How to Narrow Down Your Design Ideas – Building A Brand, Ep. 4 <https://youtu.be/48xOpsjq6LUk>
- \_\_7. A Better Way to Present to Clients – Building A Brand, Ep. 5 <https://youtu.be/54o73NXCTfk>
- \_\_8. Logo Design Process with a Client – Building A Brand, Ep 6 <https://youtu.be/A24V7ClWe4M>
- \_\_9. When Clients Change Their Mind – Building A Brand Ep. 7 <https://youtu.be/pYzRq3IvuDQ>
- \_\_10. Designing A Beautiful Beer Can – Building A Brand, Ep. 9 <https://youtu.be/KcnsINdyFIO>

OBJECTIVES:

- \_\_a. Students will build significant systems for 2 different brand identities.
- \_\_b. Students will explore micro and macro applications for design artifacts.
- \_\_c. Students will develop their design process and document it through mock-ups and a presentation.
- \_\_d. Students will consider and implement sophisticated hierarchy, typographic styling and systems.
- \_\_e. Students will build concept, meaning, and or direction for their concepts.

READING:

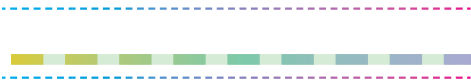
- 1.] *Creative Strategy and the Business of Design*, by Douglas Davis, ISBN-10: 9781440341557
- 2.] *Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should* (Voices That Matter), ISBN-10 : 0321918681
- 3.] *Are We Human? Notes on an Archaeology of Design*, ISBN-10 : 303778511X
- 4.] *Design is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X

## | VISUAL RESEARCH LINKS:

- \_\_ a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>
- \_\_ b. Identity / collateral / campaign <https://www.pinterest.com/carrieadyer/identity-collateral-campaign/>
- \_\_ c. / l o g o . design <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>
- \_\_ d. brand guidelines / / / <https://www.pinterest.com/carrieadyer/brand-guidelines/>
- \_\_ e. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>
- \_\_ f. Brand Icons <https://www.pinterest.com/carrieadyer/brand-icons/>
- \_\_ g. website design <<< <https://www.pinterest.com/carrieadyer/website-design/>
- \_\_ h. dynamic identities / logo design system <https://www.pinterest.com/carrieadyer/dynamic-identities-logo-design-system/>
- \_\_ i. bags, tags, labels, & other <https://www.pinterest.com/carrieadyer/bags-tags-labels-other/>
- \_\_ j. \ T Y P 3 \_Candy. <https://www.pinterest.com/carrieadyer/t-y-p-3-candy/>
- \_\_ k. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>
- \_\_ l. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>
- \_\_ m. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>
- \_\_ n. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>
- \_\_ o. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analogue-type/>

# REQUIREMENTS:

## CHOICE PROJECT A.



### IDENTITY DESIGN / MICRO / PRINT.

- \_\_\_01. Brand Identity Design.
  - a. Naming & Logo Design.
  - b. Brand Patterns & Colors.
  - c. Brand Icons or Graphic Elements.
  - d. Brand Color Pallet.
  - e. Brand Typefaces.
- \_\_\_02. Business Card [front & back].
- \_\_\_03. Letterhead [front & back].
- \_\_\_04. Envelope Design.
- \_\_\_05. Ink Pen [mock-up].

### OTHER COLLATERAL.

- \_\_\_06. Design Artifact #1.
- \_\_\_07. Design Artifact #2.
- \_\_\_08. Design Artifact #3 : Package.
- \_\_\_09. Design Artifact #4 : Package.

### MACRO / LARGE SCALE.

- \_\_\_10. Billboard #1 [mock-up].
- \_\_\_11. Billboard #2 [mock-up].
- \_\_\_12. Building Signage [mock-up].
- \_\_\_13. Signage Other [mock-up].

### WEB / INTERACTIVE.

- \_\_\_14. Website Mock-up. [home page]
- \_\_\_15. App design Mock-up. [first page]

### EXTRA CREDIT.

- \_\_\_16. Brand Values.
- \_\_\_17. Brand Archetypes.

## CHOICE PROJECT B.



### IDENTITY DESIGN / MICRO / PRINT.

- \_\_\_01. Brand Identity Design.
  - a. Naming & Logo Design.
  - b. Brand Patterns & Colors.
  - c. Brand Icons or Graphic Elements.
  - d. Brand Color Pallet.
  - e. Brand Typefaces.
- \_\_\_02. Business Card [front & back].
- \_\_\_03. Letterhead [front & back].
- \_\_\_04. Envelope Design.
- \_\_\_05. Ink Pen [mock-up].

### OTHER COLLATERAL.

- \_\_\_06. Design Artifact #1.
- \_\_\_07. Design Artifact #2.
- \_\_\_08. Design Artifact #3 : Package.
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