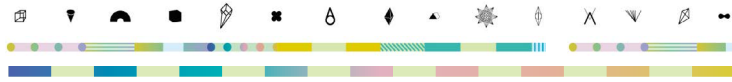


IDENTITY MATRIX // // // // //



DESCRIPTION:

In this project, we will explore personal identity and brand design. What are the key elements that indicate our personal identities? How do these elements contribute to our perception of an individual's personality and what they have to offer the world? A brand is not the logo or visual identity, but how we feel about this entity. We each have personal brands no matter our situation or even whether we have a logo or mark. A personal brand is everything we do, what we wear, eat, know, what we say out loud, our body language, what we post on social media, the way our living spaces are styled, and the way our websites are designed. A logo is an element of identity. In many cases, a logo or mark is the first glance we have into a company, organization or even a persons brand. A brand is how we feel about a company, organization, or person.

You will utilize the design process to explore and create elements surrounding your personal brands. You will develop a list of observations about yourself, you will develop unique shapes, Icons, Research, Typographic Experiments, Combinations as marks that represent yourself, apply these elements to a Business Card design, then you will need to present your work considering layout. I suggest considering a grid and a minimal approach to presentation.

OBJECTIVES:

- a. Students will identify and define the term Personal Branding.
- b. Students will explore Personal Branding by making logo forms [wordmark, lettermark, symbol, badge, and other types of logos] as a vehicle to establish identity.
- c. Students will create logo designs that consider different elements.
- d. Students will consider identity systems using typography, hierarchy, and styling in these studies by creating a business card and letterhead

> :

OTHER RESEARCH:

- 1. Powerful Personal Branding, Ann Bastianelli <https://youtu.be/3rc1MA1V33g>
- 2. The Icon Design Process <https://youtu.be/DG2Agm3x-1Q>
- 3. How To Design A Modern Logo <https://youtu.be/Up8AMV568g>

VISUAL RESEARCH:

- > Main Pinterest Link. <https://www.pinterest.com/carriedyer/>

ASSIGNMENT PROCESS:



- >. **INTRO.**
- 01. >. What is Identity? ___ "Who Am I?" <LINK> ___ "Nick Cave: Thick Skin | Art21 <LINK>
 - 02. >. [GROUP UP] Discuss questions. ___ Questions <LINK>
 - 03. >. What is branding & Identity? ___ Branding & Identity <LINK>

- >. **OVERVIEW.**
- ___ Optional / watch: [c Video Overview: <https://youtu.be/KSx38YtKJc>
 - ___ Complete: *Survey of Identity* [Separate assignment / See Blackboard.]

A. LIST 15 X UNIQUE THINGS ABOUT YOURSELF.

- ___1. I was a competitive swimmer for 14 years.
- ___2. I am fascinated with Time & Space.
- ___3. I love Rainbows.
- ___4. Tornado's are scary, beautiful and dangerous.
- ___5. I know silence can be strength.
- ___6. I admire how people who struggle see the world differently.
- ___7. I know energy can never be destroyed.
- ___8. I am a nester. I love place and it's significance.
- ___9. I love nature and the calm before the storm.
- ___10. Transparent surfaces are comforting.
- ___11. When I look at the stars I feel at home.
- ___12. I am mesmerized by space and our solar system.
- ___13. Mountains absorb me. I can breathe there.
- ___14. Water contains the essence of my spirit.
- ___15. The lure of micro moments & macro enchants my curiosity.

B. MAKE 15 X SHAPES in Adobe Illustrator inspired by your list of unique things.



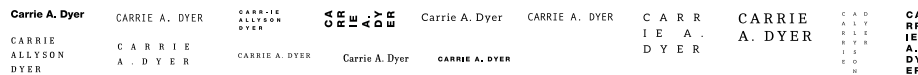
C. RESEARCH Develop Sketches, Research Logo design and pin inspiration, watch videos, and revisit and consider options to move forward.

- ___15 x Sketches of Ideas / logo. design
- ___30 x Pined logos from this board brand guidelines / / /
- ___Watch videos >Identity< systems<
- ___Revisit / Re-think / Recycle Process were needed

D. MAKE 15 X MIX MATCH MARK/SYMBOLS Mix the above shapes and create new images that can represent your list of unique things.



E. 15 X TYPE EXPERIMENTS USING YOUR NAME, CREATE 15 TEXT BOXES AND EXPERIMENT WITH 15 DIFFERENT TYPEFACE LAYOUTS &/OR OPTIONS.

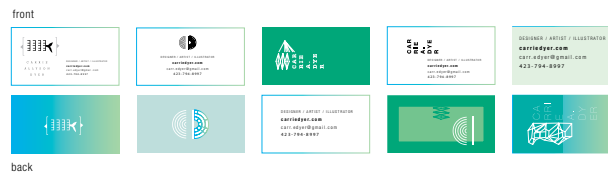


F. 15 X COMBINATIONS. COMBINE ABOVE SHAPES, ICONS, AND TYPE EXPERIMENTS TO CREATE A SERIES OF OPTIONS FOR PERSONAL BRANDING.



G. 5 X BUSINESS CARD OPTIONS. CREATE 5 BUSINESS CARD OPTIONS FRONT & BACK.

It's recommended that you create 10-20 drafts of the Business Card before arriving at the 5 final front and back options.



H. 1 X PDF VISUAL PRESENTATION OF WORK. FOLLOW PRESENTATION REQUIREMENTS BELOW.

Examples. <LINK> Tutorial Video. <LINK> Template. <LINK>

RUBRIC.

DIGITAL ART & DESIGN IDENTITY MATRIX.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

#	Rubric Criteria	Design Artifacts:	Process & Experiments:	Final:	%:
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___Compositional qualities (layering & balance). ___Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___Color Pallet includes students own mixed colors and not the default colors. ___Has the student successfully solved the compositional qualities of the work?	___ Icon / Symbol ___ Logo / Mark ___ Business Cards		___ Printing & Prototyping. Did student Complete all Type Experiments & Design Artifacts? ___ Photos of Finished work ___ Cohesive Color & Experimentation with Pallet. ___ Overall Cohesiveness. Is the aesthetic direction & theme connected? ___ Color Pallet includes your own mixed colors and not the default colors.	20%
2.	Experimentation, Originality, Visual Language. Examples include: ___Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___Range & Variation in form, line, pattern. ___ Uniqueness of Form and implementation of successful design decisions. ___ Are objects / compositions sophisticated? ___ Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___ How are compositional aspects balanced? ___ Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___ Are there unique elements that express voice. ___ Form experimentation with cohesive shape, size, scale, line, weight, etc. ___ Range and Variation in form, line, pattern. ___ Experimentation with minimal and complex forms. ___ Uniqueness of Form and implementation of successful design decisions.	Overall Experimentation with Type. Examples include: ___ Does work consider: Typeface Selection, Styling, Pairing, Kerning, Tracking, Leading, Typographic Hierarchy, Typographic Systems, Hand Drawn Type, Custom Type, Experimentation with Size and Scale. ___ Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___ Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale. ___ Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic. ___ Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc. ___ Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___ Was scale used as an important factor to distinguish this order of hierarchy? ___ Does the hierarchical order make sense?			15%
3.	> Technical Skills: Adobe Illustrator. Examples include: ___ Technical development of Illustration skills & embracing digital tools. ___ Vector Technical Skills. ___ Crafting of vector objects.				10%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design?				10%
5.	Design Process + Design Thinking. Is evidence of the design process present? Examples include: ___Did student experiment with their design process during the assignment? ___ Is student working on process and developing their work. ___ Did student work on sketches? ___ Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions.		___ Did students complete all sections in the process?		15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.				10%
7.	Professionalism + Positive & Critical Thinking.				5%
8.	Time Management + Required Experiments. ___Did student complete all required experiments?				15%
9.	Is Work Late? -2.0%				