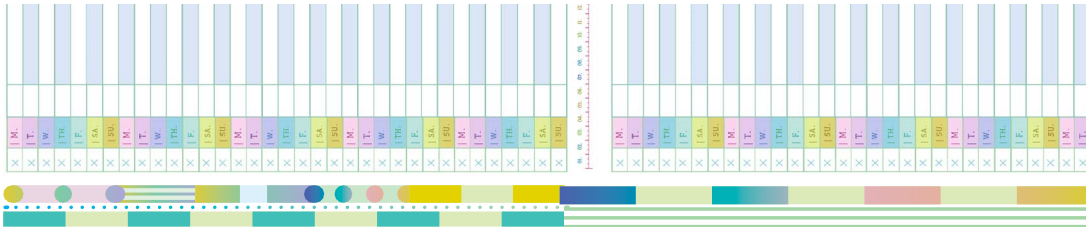


{SURVEY *of* SYSTEMS}

EVERYTHING is CONNECTED.
SYSTEMS of IDENTITY, BRANDING, & INTERACTION.



A system is a group of interacting or interrelated elements that act according to a set of rules to form a unified whole. A design system is a set of standards created to manage design at scale by reducing redundancy while creating a shared language and visual consistency across different pages and channels. Watch the following videos and answer all the questions below.

- ___ "Atomic Design", Web and UI Design, The Future, link: <https://youtu.be/W3A33dmp17E>
- ___ "Systems-thinking": <https://youtu.be/-sfrReUu3o0>
- ___ "Building a Brand", The Future, link: <https://youtube.com/playlist?list=PLzKJi2GjpkEFsV13D3Wpm5s6iZVkvKJ1->

___ a. WHAT is a SYSTEM?

- ___ 1. ___ What is a system?

- ___ 2. ___ How is Typography a system? [See *Lettering & Type* pg17.]

- ___ 3. ___ What is Atomic Design and how is it connected to Systems Thinking? [See video above]

- ___ 4. ___ What are the components of Atomic Design? [See video above]

- ___ 5. ___ What is an example of a visual system? [See video above]

- ___ 6. ___ What is a brand? [See *Designing Brand Identity*]

- ___ 7. ___ How does a brand identity work as a visual system, and why is it important? [Reflection]

- ___ 8. ___ How are websites and apps technical and visual systems? Are there rules? [Reflection]

- ___ 9. ___ What is CSS and how is it a system? [Reflection]

- ___ ___ How is Anthropology connected to design? [Reflection]

___ b. DEFINE & CONNECT. Define the following. See the book *Designing Brand Identity*.

- ___ 1. ___ define: Branding.

- ___ 2. ___ define: Belonging.

- ___ 3. ___ define: Identity / Visual Identity / Identity System.

- ___ 4. ___ define: Brand Archetypes.

- ___ 5. ___ define: UVP, Unique Value Proposition.

- ___ 6. ___ define: Logo System / Dynamic Marks / Dynamic Identity / Liquid Identity.

- ___ 7. ___ define: Brand Voice.

- ___ 8. ___ define: Brand Messaging.

__9. ___ define: Brand Mood Boards.

__10. ___ define: Brand Touchpoints.

__11. ___ define: Big Idea.

__12. ___ define: Target Audience.

__C. SYSTEMS & YOU. [Reflection]

__1. ___ How do systems affect your life on a daily basis?

__2. ___ What is an example of a system do you interact with on a daily basis?

__3. ___ How are brands a system that you are a part of?

__D. SYSTEMS & INSPIRATION. [Reflection]

__1. ___ What are 3 visual identities that inspire you?

__2. ___ What are 3 websites that inspire you?

__3. ___ What are 3 app designs that inspire you?

__4. ___ What are other systems that inspire you?

__E. INTERACTION / WEB / APP

__1. ___ define: Interaction.

__2. ___ define: UX/UI.

__3. ___ define: Wireframing.

__4. ___ define: Navigation.

__5. ___ define: Users.

__6. ___ define: Personas.

__F. HUMAN SYSTEMS & POWER STRUCTURES. [Reflection]

__1. ___ Systems are also human. We create hierarchies of class or titles everyday. These systems can affect personas, stakeholders, users, and the success of a brand. Question: What are some examples of these systems?

__2. ___ How does your gender affect your identity your ability to work in a system?

__3. ___ How does your skin color affect your identity and ability to participate in systems?

__4. ___ Are system dynamics affected by Gender, Race, and Ethnicity? Explain?

__G. SYSTEMS & BELONGING. [Reflection]

__1. ___ How do you "belong" in the systems you exist within?

__2. ___ Why is belonging so important to humans?

__3. ___ Would you choose belonging over what is ethically right?

Research

OTHER CONSIDERATIONS for SYSTEMS & BRAND QUESTIONS.

QUESTIONS TO CONSIDER:

_1.	Who	Identify your audience. [target market]
_2.	What	Formulate your message. [brand message]
_3.	Where	Where will this design artifact be located? [brand touchpoints]
_4.	How	How do you communicate the message? [brand message]
_5.	When	In what period are you communicating this message?
_6.	Brand Overview:	___ Brand Objectives. ___ Target Audience. ___ Product Deliverables / Design Touchpoints ___ Audience Needs.
_7.	Brand Statement	What is the Project Statement or Brand Statement? [A brand statement is a concise summary of what your business does, how you do it, and what makes it unique. In just a few sentences (preferably one) people should be able to understand you or your company's mission, goals, values, and how you or your business is different from your competition.]
_8.	Unique Value Proposition	[What can the brand offer the Target Audience that is unique to this brand?]
_9.	Brand Promise.	[What does the brand stand for?]
_10.	Brand Characteristics	[Qualities that best describe the brand.]
_11.	Brand Archetypes.	[What characters does the brand relate to? The Hero? The Creative? The Sage?]

