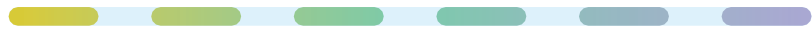
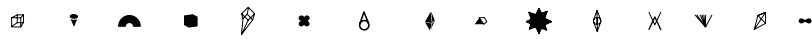


# IDENTITY MATRIX // // // // //



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.

[Carrie Video] -Identity Matrix Overview: <https://youtu.be/KSx38YjtKJc>

WATCH:

- \_\_1. Beginning Graphic Design: Branding & Identity <https://youtu.be/l-S2Y3SF3mM>

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- \_\_2. Powerful Personal Branding, Ann Bastianelli <https://youtu.be/hcr3MshYe3g>

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- \_\_3. Jon Hicks – The Icon Design Process <https://youtu.be/DGtAgmXx-1Q>

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- \_\_4. How To Design A Modern Logo | Start To Finish <https://youtu.be/UsB6MV56fLo>

PARTS:

You will create the following: [See following page.]

- \_\_A. \_\_15 x Unique things about yourself [Make a list]

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- \_\_B. \_\_15 x Unique Shapes

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- \_\_C. \_\_Research:
  - \_\_15 x Sketches of Ideas
  - \_\_30 x Pined logos from this board
  - \_\_Watch videos
  - \_\_Revisit / Re-think / Recycle Process were needed

---

- \_\_D. \_\_15 x Marks/Symbols/Illustrations/Icons

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- \_\_E. \_\_15 x Type Experiments

---

- \_\_F. \_\_15 x Combinations

---

- \_\_G. \_\_5 x Business Card [front & back-10 layouts]

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- \_\_H. \_\_1 x Present Work and Process [organize into a presentable form]

## 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

## CONSIDERATIONS:

- 1. What is personal identity?
- 2. What contributes to our identity and how do we each choose to identify?
- 3. What is a successful logo design?
- 4. What characteristics do successful logo's possess and harness?
- 5. What should you avoid with logo design?
- 6. How do you create a logo design that is timeless, memorable, unique, and carries a lasting affect on the viewer?

## READING:

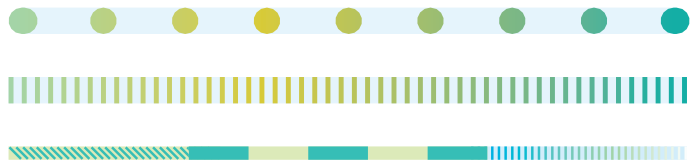


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- 1.]** *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792
- 2.]** *Design Is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X
- 3.]** *Graphic Design: The New Basics*, by Ellen Lupton, ISBN-10: 9781616893323
- 4.]** *Area 2*, by Editors of Phaidon Press, ISBN-10: 0714848557

## VISUAL RESEARCH LINKS:

- a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>
- b. / l o g o . design <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>
- c. brand guidelines / / / <https://www.pinterest.com/carrieadyer/brand-guidelines/>
- d. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>
- e. \ T Y P 3 \_ Candy. <https://www.pinterest.com/carrieadyer/t-y-p-3-candy/>
- f. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>
- g. Books-Zines. <https://www.pinterest.com/carrieadyer/books-zines/>
- h. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>
- i. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>
- j. Word Project. <https://www.pinterest.com/carrieadyer/word-project/>
- k. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analoge-type/>
- l. Hand Drawn Phrase. <https://www.pinterest.com/carrieadyer/hand-drawn-phrase/>
- m. Illustrated Letter Environment. <https://www.pinterest.com/carrieadyer/letter-environment/>
- n. Typographic Collage. <https://www.pinterest.com/carrieadyer/typographic-collage/>
- o. Intersecting Words. <https://www.pinterest.com/carrieadyer/intersecting-words/>
- p. Experimental Typeface. <https://www.pinterest.com/carrieadyer/type-specimen/>
- q. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>



# RUBRIC.

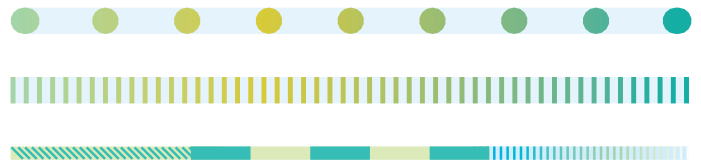


# IDENTITY MATRIX.

## RUBRIC OVERVIEW



#	Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
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.	20%	0	1	2	3	4
2.	Experimentation and Originality of Elements. Experimentation with Pattern, Unique Shapes, Forms, Illustrations. Examples include: ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions.	10%	0	1	2	3	4
3.	Presentation of Process & Solutions. ___. Student meticulously lays out process with margin spacing between each element and presents their process work using a sophisticated process.	5%	0	1	2	3	4
4.	Visual Language? ___. Is there an attempt at developing Visual Language?	5%	0	1	2	3	4
5.	Positive / Negative Space.	5%	0	1	2	3	4
6.	Business Cards.	5%	0	1	2	3	4
7.	Typography.	5%	0	1	2	3	4
8.	Experimentation with Type.	5%	0	1	2	3	4
9.	Color & Experimentation with Pallet. Examples include: ___. Color Pallet includes your own mixed colors and not the default colors.	5%	0	1	2	3	4
10.	Transfer of learning. [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.]	5%	0	1	2	3	4
11.	Technical Skills. Examples include: ___. Did student experiment with proper techniques? ___. Is work the correct resolution? ___. Was art created in the proper program?	5%	0	1	2	3	4
12.	Overall Process + Design Thinking: 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%	0	1	2	3	4
13.	Presentation of Work.	5%	0	1	2	3	4
14.	Self-Driven Critique, Peer Critique, & Studio Culture.	5%	0	1	2	3	4
15.	Professionalism + Positive Thinking.	5%	0	1	2	3	4
16.	Followed Submission Instructions?	5%	0	1	2	3	4



# ASSIGNMENT PROCESS.



# ASSIGNMENT PROCESS:

## 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. 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 and macro events 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
- \_\_30 x Pined logos from this board
- \_\_Watch videos
- \_\_Revisit / Re-think / Recycle Process were needed

## D. MAKE 15 X 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.



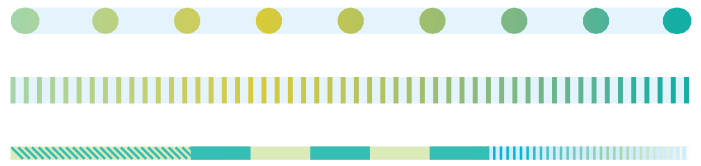
## F. 15 X COMBINATIONS. COMBINE ABOVE SHAPES, ICONS, AND TYPE EXPERIMENTS TO CREATE A SERIES OF OPTIONS FOR PERSONAL BRANDING.



## G. 5 X BUSINESS CARD OPTIONS. CREATE FIVE BUSINESS CARD OPTIONS FRONT AND BACK.



## H. 1 X PRESENT WORK. DEVELOP A STRATEGY TO PRESENT YOUR WORK.



# OTHER RESEARCH.





## LOGO DESIGN RESEARCH:

### 5 BASIC TYPES of LOGOS.

When you're looking to build a strong business or organization, a solid logo and branding design is a must. A well-designed logo can create loyal followers through simplicity and memorability. Be aware that a logo is the visual representation of a company or brand's values, beliefs and functions. When designing one, you need to make sure it will represent the business the right way. There are many considerations to keep in mind such as:

- How the logo will look on products
- How it will appear on advertising and marketing materials
- How it will tie your other branding collateral together
- The thoughts and emotions someone feels when they see your logo (This is weird to think about, but certain colors, shapes, styles and words all trigger emotional responses which will translate into an emotional response to your business.)

It's an entire package, not just a small mark. In most cases, it will be the first thing your customers or clients see when they come across your business. No pressure, right?

There are a number of ideas floating around about what a logo really is. If we were to ask most people what a logo is, they would have a variety of different answers, but they would probably all be right in one way or another. The reality is, there are a number of different types of logo "marks" you could choose to utilize for yourself. In this article, we'll briefly explain the 5 main types of logos and show some examples of each you'll probably recognize.

#### SYMBOL OR ICON

This type of logo represents the company in a simple but bold manner. In most cases, the image is abstract and stylized to give visual interest. Most companies that use this type of logo will have a very simple main logo, but may choose to create additional alternative versions that appear a little more flashy. The human mind can easily remember a simple form much easier than a complex one. It's best to use a simple symbol or icon if you plan on building a large business. You probably recognize symbol logos like Apple, Shell and Mercedes-Benz.



#### WORD MARK

These are uniquely styled text logos that spell out the company or brand name. Many times, custom fonts are created specifically for brands to use across all their marketing and branding collateral. Some examples include Facebook, Disney and Sony.



#### LETTERMARK

Lettermarks are exclusively typographic. They use a symbol representing the company through the use of its initials or the brand's first letter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company better than the full name (name is too long), the name is hard to pronounce, or it's just not distinct enough to carry its own weight. Some companies and organizations that use lettermarks include Hewlett-Packard, Chanel and General Electric.



#### COMBINATION MARK

These logos combine a wordmark and a symbol or icon to give the flexibility for the use of either or both elements across a variety of applications. A well-designed combination mark looks just as good with the elements separate as it does with them together. You might recognize some combo marks like Hawaiian Airlines, Adidas and Sprint.



#### EMBLEM

An emblem logo encases the company name within the design. Some examples include Starbucks, the NFL and Harley-Davidson Motorcycles.



What kind of logo do you have? Are you looking to get a new logo designed for your company? Do you know of any other good examples? Let us know in the comment section below!

SOURCE: <http://www.nodinx.com/5-basic-types-of-logos/>