

Quarter 7

The Art Institute of Cincinnati

Week 1/2

Branding / Identity

Identity Design

Project 1.1

Identity Design

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Objective:

Expand student's ideation process through the design development of a corporate identity necessitating considerations of impact, client culture, and functionality

Lecture Outline:

Branding
Research
Visual Impact
Production
Functionality

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Assignment:

Name and create an identity for a company of your choosing.

“Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms. All marks must be unique, appropriate and relevant. So they have to be designed.

To be anonymous in a competitive world is to be dead.”
(www.pentagram.com)

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Lecture(s) / Procedure:

Monday

Introduction

Tuesday

Good/Bad ID Scans

Wednesday

Written Statement Review

Company name / Line of Business / etc.

Thursday

Thumbnail Review

Monday

Interim Critique

Introduction Project 1.2

Friday

Final Critique

12"x12" White Boards (Marks 3x3)

Project 1.2 Planning Review

Oral (3 strategic applications)

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Logotype

NASA

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Abstract Symbol



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Logotype

FILM

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Pictorial



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Logotype

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Letterform



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Palette System

