Week 1/2

Branding / Identity

Identity Design Project 1.1

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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

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)

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)

Logotype

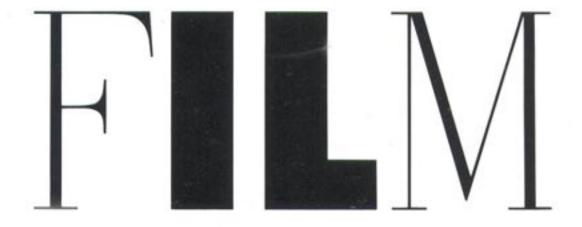


Abstract Symbol

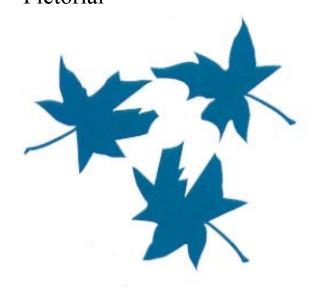


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Logotype



Pictorial



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Logotype



Letterform



Palette System

