

Quarter 7

The Art Institute of Cincinnati

Week 3

Branding / Identity

Applications Design

Project 1.2

Identity

Applications

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Objective:

Further student's corporate identity ideation process through the design development of appropriate company specific applications.

Lecture Outline:

Branding
Research
Visual Impact
Production
Functionality

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Assignment:

Design three strategic applications of your company identity.

“Identity is the unique character of a group or brand - a combination of reputation, name, culture, manner and values. Identity design represents these qualities and in doing so adds something to them.

The identity designer has to become intricately involved in the group or brand in order to understand and influence its presented image.”

(www.pentagram.com)

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Lecture(s) / Procedure:

Monday

Introduction

Wednesday

Interim Critique

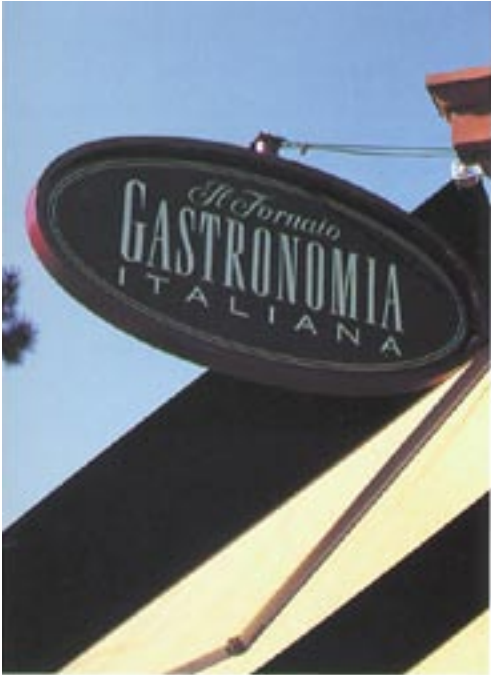
Friday

Final Critique

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