

# Project 02

# Identity & Branding

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EMILY CARR UNIVERSITY

2D CORE DESIGN STUDIO IV / DESN 310 / FALL 2011

## CONTACT

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***“A good logo can never make a bad product better, but a good logo can make a good product spectacular”***

Paul Rand

***“Never give the client what he expects.”***

David Hillman

***“Generally, we think that successful logos should express as much as possible with the greatest economy of form... when designing a logo, distill, distill, distill, distill, and distill.”***

Diti Katona

## Description

In this major semester long project, you will be working on a visual identity and branding project whose final deliverables span a range of media. It is precisely this diversity in media outcome that will enable you to go from developing a mere visual identity to building a brand around your chosen product or business.

In final consultation with your instructor (that's me), you will choose a new or existing product, business, or organisation that is in significant need of an identity/branding service.

## Process

### *Research Phase*

Begin by looking at comparable exemplars, taking particular note of the visual language or vernacular used, the target audience, and the overall relationship created between the subject and the audience (or client and customer). How is the subject viewed and how did the identity and branding achieve that. Look at colour, type, mark, graphics, image, and language; ask yourself “what is it all saying?”.

### *Implementation Phase*

Take the information that you gathered in your initial research stage and begin to apply it to the development of your client identity. Use this new knowledge to develop an identity uniquely appropriate to your client's product or service need. Experiment and iterate extensively in this development stage until you've refined the work down to a concrete set of standards that can be applied across a variety of media... then really get to work.

You will use the standards manual that you've created to inform the content and maintain visual, technical and overall communication consistency in your various media. Apply those standards to a print publication, interactive project, and broadcast quality motion piece, the specifics of which will be decided upon depending on your specific branding objectives and in consultation with the instructor.

## Deliverables:

(Due on Monday, October 3rd)

### **Standards Manual- 4-6 pages** (landscape pdf)

Valued at 60% of the total for the standards manual project, this first iteration should have details on typefaces (including font characteristics used), logotype, mark or logo, colours, sizes and relationships, resolutions, grid systems, etc. The final manual is due final class.

(Due on Wednesday, October 19th)

### **Print Product**

Adhering to standards manual, this print document will take the form as decided most appropriate for the overall project. A printed version must be presented but consult with me for alternatives if the size is very large.

(Due on Monday, November 14th)

### **Interactive Product**

Form requirements as above. Must be complete to working prototype stage, no paper or simple screenshots will be accepted. (trust me, it's for your own good :-)

(Due on Monday, December 15th)

### **Broadcast Product**

Recommend 30 second TVC format at 720p HD screen resolution.