

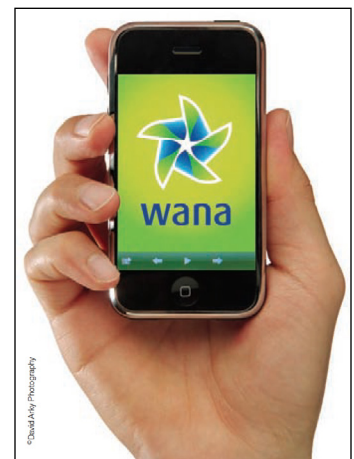
Project 1 Identity Redesign

Students will take a poorly design mark as a starting point and redesign it into a complete identity for a corporate organization.

The objectives of this project include introducing students to the terminology, processes and deliverables associated with identity redesign. Students will be responsible for research, concept ideation, comprehensive rough sketches, final comps and process statements to support their solutions.

Required deliverables:

- Creative Brief, Mood Board, brand identity elements including logo, stationery set, brand identity standards book, way-finding signage
- An interactive digital presentation set up in the following order:
 1. Title Page with your name, current quarter and project #1 title
 2. Table of Contents
 3. Creative Brief
 4. Mood Board
 5. New Logo Creation next to old logo start point
 6. Abbreviated Standards Manual (includes):
 - a. Logo with brief description of its meaning and relevance to the client
 - b. Chosen Type Families with description of why they were chosen, their characteristics (serif, sans serif, humanistic, geometric etc.)
 - c. Color palette with brief description, why they were chosen and what psychological characteristics each color has as it pertains to the need of the brand spirit.
 - d. Correct & Incorrect Logo Usage with descriptions
 - e. Logo Orientations & minimum size options, logo safe zone
 - f. Inclusion of additional support design elements including super graphics, textures or patterns.
 7. Stationery Set (Business Card, Letter Head, #10 Envelope, Personal Notecard)
 8. Four (4) Separate “Substantial Touch Points” (3 required: *print, signage, web* and one of your choice example: *ephemera, social media, etc.*)
 9. One page “in depth” Process Statement
 10. Hand drawn thumbs & ideation (concept page)



Identity artwork from
Designing Brand Identity
by Alina Wheeler

This assignment is based partially on an original exercise by Professor Andrew Oakes, CSU San Bernardino. Adapted 4/2/16 by Frank Houlihan, MFA, Ed.D.

IMPORTANT:

Starting Point: You may pick any logo from <http://logodesignerblog.com/bad-ugly-worst-logo-designs/> however, it cannot be a single store the result must be a corporate franchise that would include many locations. That is the scope of the project is not to be a “one off” mom & pop, but a large multi faceted organization with multiple exposures.

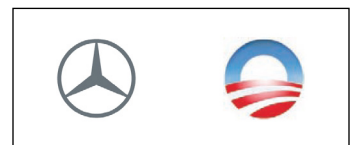
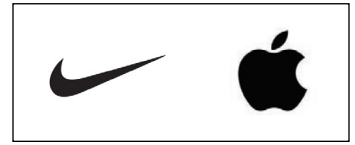
Please look at <http://www.logodesignlove.com/brand-identity-style-guides>

All materials will be expected to be put in a final presentation format as a PDF. You will also be responsible to make one final “comprehensive” 12 x 18” printout with a snap shot of many of the items in your branding identity to post in the hallways of the design department. The 12x18 *must* contain: Your name, the class name and company name.

The project will be broken into parts:

1. **Week 1:** Project overview and choice of company. Student presentation of research, and initial concept is due as a PDF uploaded to Blackboard by the end of the week. (worth 10 pts - required weekly exercise score)
2. **Week 2:** Creative design brief first draft, logo thumbnails (at least 20), and mood board. Scan of 3 page worksheet PDF uploaded to Blackboard by the end of the week. (worth 10 pts - required weekly exercise score)
3. **Week 3:** Final draft of design brief, three tight digital logo comps, final color palette, logo orientation options, stationery set PDF. (worth 10 points and 30% of project grade / 6% overall course grade)
4. **Week 4:** Rough Digital Website Comps, Wayfinding, Standards manual uploaded to Blackboard as PDF. (worth 10 points and 30% of project grade / 6% overall course grade)
5. **Week 5:** Comprehensive presentation in final form. Digital PDF uploaded to Blackboard and printed mounted on 12x18" board due by Wednesday. (worth 10 points and 40% of project grade / 8% overall course grade)

Please see the assessment rubric for grading on subsequent pages for more specific information.



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Design 3

Course Competencies / Learning Objectives for this Project:

The following concepts will be covered:

- Explain the history and functions of trademarks
- Conduct research for identity planning
- Describe the evolution of marks through time
- Apply the principles of marketing aesthetics to branding
- Design logos/trademarks/brands
- Analyze market placement to position products competitively
- Create signage, collateral paper materials (business cards, letterheads, etc.)
- Apply the principles of semiotics studies to trademark design
- Use logos in the design of promotional materials, merchandising and advertising

The functional criteria of a well designed brand:

- It is bold, memorable and appropriate
- It is immediately recognizable and works in color and black & white
- It provides a consistent image of the company
- It clearly communicates the companies persona
- It works well across all media and scales
- It has enduring value

Project Grading

IMPORTANT NOTE – As indicated in the class syllabus, this project is worth 20% of your overall grade. Some parts of this project will be uploaded to be included in the weekly required assignment exercises that equal another 15% of your overall course grade.

Project Segment Grading Rubric

Fulfillment of design premise/instructions	25%
Creativity/Originality	25%
Technical proficiency/execution/draftsmanship .	25%
Presentation (live, printed and digital)	25%

QUANTITATIVE & QUALITATIVE ASSESSMENT DETAIL

10-9.5 Points	9-8.5 Points	8-7.5 Points	7-6.5 Points	Below 6 Points
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A	B	C	D	F
Excellent	Above Average	Average	Below Average	Unsatisfactory
Outstanding	Very Good	Good	Needs Improvement	Poor
Exemplary	Commendable	Acceptable	Barely Acceptable	Unacceptable



QUALITATIVE ASSESSMENT DETAIL

Week 1 and 2: Hand drawn ideation concepts, logos and preliminary creative brief

- A: The student created an exceptional rough layout. All the logo concepts are usable / appropriate. Creative brief was exemplary and thorough.
- B: The student created a very good rough layout. All the logo concepts are usable / appropriate. Creative brief was above average and thorough.
- C: The student created a good rough layout. Most of the logo concepts are usable / appropriate. Creative brief was acceptable.
- D: The student did not understand the concept but work was incomplete. Student may need tutoring. Creative brief needs improvement to be acceptable.
- F: The presentation was incomplete or not made at all. The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project does not meet essential learning objective goals and is unsatisfactory / poor / unacceptable.

Week 3: Final draft of design brief, tight digital logo comps, final color palette, stationery set

- A: The student did a creative / technically accurate brief. Excellent professional quality craftsmanship and thoroughness.
- B: The student did a creative and mostly accurate brief. Above average craftsmanship and thoroughness.
- C: The PDF was average / acceptable. Average craftsmanship and thoroughness.
- D: The student showed below average craftsmanship, and lack of pride in finished work. Poor execution with missing elements.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project does not meet essential learning objective goals and is unsatisfactory / poor / unacceptable.

Week 4: Rough Digital Website Comps, Standards Manual and Wayfinding Signage

- A: The student did a creative and technically accurate comps, signage, wayfinding, T-Shirt design and other collateral. Excellent professional quality craftsmanship and thoroughness in the PDF
- B: The student did a creative and mostly accurate PDF layout. Above average craftsmanship and thoroughness.
- C: The PDF was missing elements and not compelling. Average craftsmanship and thoroughness.
- D: The student showed below average craftsmanship, and lack of pride in finished work. Poor execution and thoroughness.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project is incomplete and does not meet essential learning objective goals.

Week 5 Comprehensive presentation in final form / Finished PDF upload Finished 12x18 printout.

- A: Meticulous attention to detail and compelling presentation. The client gave the student the highest evaluation. The student did a creative and technically accurate PDF layout. Excellent professional quality craftsmanship and pride of presentation. Included all required info.
- B: Above average attention to detail and persuasive presentation. The client gave the student a very good evaluation. The student did a creative and mostly accurate PDF layout. Commendable craftsmanship and presentation. Included all required info
- C: Industry standard attention to detail and presentation. The client gave the student a good evaluation. The student did an accurate PDF layout. Acceptable craftsmanship and presentation. Included all required info
- D: Below industry standard attention to detail and presentation. The client gave the student a below average evaluation. The PDF layout was missing some elements. The student showed below average craftsmanship, and lack of pride in finished work. Poor presentation technique. Missing required info.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project is incomplete, unsatisfactory and does not meet essential learning objective goals.



Worksheet for Week 2 Rough Ideation *(scan and upload by end of week 2):*

Name _____

List of competitor research

List of concept strategies / big ideas

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Thumbnail sketches of logo identifiers



Design 2

Worksheet for Week 2 Rough Ideation (*scan and upload by end of week 2*):

Name _____

Thumbnail sketches of logo identifiers

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Rough sketches of logo identifiers



Design 2

Worksheet for Week 2 Creative Brief (scan and upload by end of week 2):

Name _____

Creative Brief Rough Notes

PROJECT OVERVIEW _____

TARGET MARKET _____

LOOK AND FEEL _____
