ART 129 | 1 | Corporate Identity

ASSIGNMENT

In this assignment, you will be developing a corporate identity for a client of your choosing.

The brand must include the following deliverables:

- **Logo**
- **Print Collateral:** *stationery suite, brochure, booklet, hang tags, labels, tickets, etc.*
- **Packaging Element:** *boxes, bottles, cases, etc.*
- **Digital Application:** *app, website, motion graphic*

Choose deliverables that are in line with what your client would require.

The process will be divided into two sections; Brand Assets and Brand Execution.

OBJECTIVES

- to learn methods of research to fuel ideas
- to practice sketching in the development of concepts and aesthetics
- to learn to think conceptually
- to create an identity system for a company which is reflective of its brand
- to be able to articulate the identity of a company and your executed concept through professional oral and written presentations
- to analyze, experiment and determine what levels of repetition are necessary to create a unified yet diversified piece that has enough variation while maintaining consistency.
- to be able to work in levels of abstraction and experiment with reduction and similarity as a package unifying factors
- to experiment with technical processes outside the contemporary digital medium and explore the unconventional
- to cleanly execute all pieces of collateral package

SUBMISSION

On the project due date, package the following items to turn in. Name the file: *YourName.zip*

- **PDF: Brand Strategy Document**
  Submit your Brand Strategy Document as a PDF. Name your file: YourName_Strategy.pdf

- **PDF: 2-page of your Logo**
  6" x 6" page size with approx 2" square logo; include black & white and color versions Name your file: YourName_Logo.pdf

- **JPG: High Quality, Portfolio-Ready Images**
  Photographed or digital mock-ups of all identity elements. Name your files: YourName_Identity_1.jpg YourName_Identity_2.jpg etc...

GRADING

The completed Identity is worth 60% of your grade.

Brand Assets .... .30%
Brand Execution 30%

See the project rubric for grading details.

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.