GRAPHIC DESIGN 2
COURSE PROJECT

Project Title   Brandapalooza

PROJECT OVERVIEW   I am leaving the decision for your brand project up to you. I believe the most important part of this project is to be as imaginative as possible. The more fun you have with a project the better you will make it. Once you have decided on a product you want to work with you will need information about your target audience, geographic scope, market competition.

PROJECT GOALS   The completion of the project will include the design and development of the ***Logo, Style Guide, Packaging, Advertising, Environmental Graphics, Promotional Items,*** and ***Final Presentation.***

LOGO
Select a conceptual product name that will be the keystone for your brand, many times it can be helpful if the name is mythological or historical in nature because this already has the advantage of audience recognition. Today, allusions to myths are found in ordinary conversations, in songs, advertisements, and brand names. These names can give a brand a step-up because the name is already part of society at some level or another. *(example: NIKE -> was a goddess who personified victory, also known as the Winged Goddess of Victory).*

Before deciding on your final choice do preliminary research on at least three names in order to clarify potential connections to your product. It is suggested that you pursue tangents to these as to push the bounds of conceptual development through the use of word webs and word association.

The logo should succeed in portraying the philosophy of the product while communicating the nature of the business in which the product is involved. A successful combination mark includes a typographic treatment of the product name *(also known as the logotype)* and a graphic symbol that is both engaging and appropriate. In addition to working together in a predetermined fashion, the logotype and the graphic symbol can also be created to work independently. *(example: TARGET).*

STYLE GUIDE
You are to create a style guide that gives the identity, typography, colors, look *(style, tone and feel of images),* that will be used through out your project. This will help keep the brand on point for the remain parts of this course project.

PACKAGING
You will need to create packaging for your product. You can choose to physically make your packaging or since we are virtual you can choose to use mock-ups but beware we don't want something too generic so be creative when thinking these up. The finals for this is the documenting of finished packaging with photography or mock-ups.

Advertising, Enviromental Graphics, & Promotional Items

Along with the logo and packaging, you must develop and create pieces that will support/add to the brand awareness. These must be appropriate for the strategy and target audience.

Advertising which includes: magazine print ads *(3 minimum)*, poster series *(3 minimum)*, billboards, banners, buses *(on the bus itself or at the stop)* subways *(on platform or in train)*, and social media ads *(3 minimum)*. For a deeper dive into advertising check here: https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/

Environmental Graphic which includes: POP *(point of purchase displays)*, signage, wayfinding systems, window films, wall and floor graphics, and backlit displays. For some great examples and an overview check out: https://www.dgicommunications.com/environmental-graphic-design/

Promotional items which include: apparel, drinkware, stationary, pens, bookmarks, coasters, stickers, pins, technology *(like USB drives)*, etc. It is just about anything you can give away that has your logo on it. Just make sure that it has some connection to your overall brand. *Example: if your brand is a new artisanal pasta sauce why would your promotional item be coffee mugs?* The finals for this is the documenting of finished promotional items with photography or mock-ups. For some examples of you can check out: https://www.4imprint.com/

Remember to think outside the box on these and have fun.

Final Presentation

You will be required to give a 15 minute final presentation to a *virtual* room of your peers that will also include guest critics from outside the class. Your presentation must include the information from your style guide and information about your target audience, geographic scope, market competition, all aspects of your brand that you have developed over the semester.