Graphic Design 2
Course Project

Project Title   ***Innovation***

Project Overview   The focus of this project is to enhance one's abilities in developing a holistic brand system based on the overarching theme of ***"Innovation."*** This can be defined in any way that you wish.

I am leaving the decision for your brand project up to you. You must focus on a theme of innovation but you may do so by creating a new brand of your own. As you come up with ideas for your brand keep asking yourself, "what makes this innovative?"

I believe the most important part of this project is to be as imaginative as possible. That being said I have One Rule for all projects, if you break this rule I will fail you! The rule? Have Fun! Seriously were not out to solve climate change on this one. The more fun you have with a project the better you will make it.

Project Goals   The completion of the project will include the design and development of the ***Creative Brief, Product, Delivery System, Logo, Brand Extensions,*** and ***Final Presentation.***

Creative Brief
You will need to draw up a creative brief for your brand that includes your Target Audience, Geographic Scope, Market Competition and Objectives, as well as a S.W.O.T analysis. Before any of this you will of course need to choose what your brand will do/be, is this a physical or digital product, or is this a service oriented brand.

A S.W.O.T analysis is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or product and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

• ***Strengths:*** characteristics of the product or service that give it an advantage over others.

• ***Weaknesses:*** are characteristics that place the product or service at a disadvantage relative to others.

• ***Opportunities:*** elements that the product or service could exploit to its advantage.

• ***Threats:*** elements in the environment that could cause trouble for the product or service.

Product & Delivery System
I am using the term product very loosely here. Your project can focus around a particular physical or digital product or service. You will need to create a delivery system for your product; for example if you were to create a physical product such as a new line of soaps you would need to create and design a packaging system for it, where as if you were to develop a service oriented product like Uber you would need to create and design the app and user interface system for it.

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).*

Brand Extensions

Along with the product and logo, you must develop and create two (2) additional pieces that will support/add to the brand awareness. These must be appropriate for the strategy and target audience. The items can include *(but are not limited to)*: print ads (3 minimum), poster series (3 minimum), promotional give aways, direct mail, POP, website, etc. Remember to think outside the box on this and have fun. You can also feel free to go beyond the minimum of two pieces.

Final Presentation

You will be required to give a 15 minute final presentation to a room of your peers that will also include guest critics from outside the class. Your presentation must include all aspects of your brand that you have developed over the semester, the information from your creative brief about your target audience, geographic scope, market competition and objectives, as well as your S.W.O.T analysis.