IDENTITY DESIGN

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Office Hours: Thursday, 5:00-6:00, email me to make an appointment

COURSE DESCRIPTION

Students create a consistent image and voice for a company or institution. A thorough identity program addresses all aspects of a company's or an institution's visual public presence. Students explore the role of professional designer as they are challenged to create a comprehensive, multi-piece presentation showcasing all aspects of an identity program.

CLASS STRUCTURE

Through class lectures and coursework students will learn how to embark on the branding process for an invented company or institution from start to finish, culminating in a finished set of brand guidelines. Each weeks' lesson will build on top of the other, giving students a full understanding of what it would be like to not only create an identity design, but an entire branding system, using a real-world model typical with most branding studios and agencies. Students explore the role of professional designer as they are challenged to create a comprehensive, multi-piece presentation showcasing all aspects of their invented company.

To start each student will receive a client type that they must base their invented company on. These prompts include:

- Resort or Hotel chain. Think Four Seasons, W Hotels or The Moxy.
- Fast Food chain. Think Burger King, Taco Bell or Chick-Fil-A.
- Pet-Related Startup. Think Bond Vet, Small Door Veterinary or Chewy.com.
- Brewery or Winery. Think Brooklyn Brewery, Sam Adams or Wölffer Estates.
- Large cultural institution. Think Met, MoMa or Lincoln Center.

Each student will have at least 2 other students in the class with the same business type as themselves, creating a cohort. The idea is that throughout the process each student can have creative brainstorming sessions with their cohort, which is something that is very common practice among design teams in the professional world. Students will also learn about tools they can use to enhance their brainstorming sessions like Pinterest and Miro, which will help them throughout the semester.

GRADING

Grading for this course will be determined from your assignments and participation grade. Participation in class is worth 15% of your final grade and assignments will make up 85% of your final grade.

PARTICIPATION 15% TOWARD FINAL GRADE

Participation means coming to class and actively engaging in the lessons. This includes participation in group critiques, as well as sharing what you are working on with the larger group. As part of the course students will also be broken up into cohorts, where you can brainstorm ideas, in a similar fashion to how branding studios work. How you utilize this time will also go toward your participation grade. For certain classes you will also work on "mini" assignments as we learn new principals in branding that will also be part of your participation grade.

ASSIGNMENTS 85% TOWARD FINAL GRADE

1. **Research & Creating a Brand Snapshot Presentation:** 25%
   Students will learn what a brand snapshot is in professional design and why it is crucial when working on a client project. Part of the process will involve researching the industry their invented client is in and then creating a brand snapshot presentation to establish the overall creative direction and tone of the identity design they will later create. Apart from the content in the presentation, students will also be evaluated on how the overall presentation itself is designed.

2. **Logo Design & Style Guide:** 25%
   Students will work through the logo design process, pulling from the direction/look and feel they established in the brand snapshot. Through a series of critiques, students will land on a finished logo and from that will build a style guide for logo usage, color, typography, icon style and any additional graphic elements. The presentation design for the style guide should also be consistent with the presentation format created in the brand snapshot.

3. **Building a Personal Wordmark & Resume:** 25%
   Students will learn about building a personal wordmark and brand, developing a resume in InDesign that they can then use once the semester is over. The final piece submitted should encompass the typographic principles covered in weeks 9 & 10.

4. **Bringing it all together-Brand Guidelines & Extension Piece:** 25%
   (this assignment counts twice toward your final grade)
   The course will culminate with the students bringing all their findings together in one singular full designed set of brand guidelines. This document should be well designed and feel cohesive with the branding each student has been working on throughout the semester for their invented client.

   Students should also create a brand extension piece related to the industry they are in. An example of this could be a shipper box for a ecommerce website or a menu for a food chain. The intent of this piece would be to show the branding "in-use" and highlight the flexibility of it from a creative standpoint.

WEEK	LECTURE TOPIC	LAB	HOMEWORK
1 (January 26)	Introduction & Review of Syllabus Understanding Identity Design hierarchy and what makes up an identity system	● Select client prompts ● Meet your cohort ● Begin brand naming research	Create a list of possible brand names based on research. Be sure the names you short list are available and have a proper URL available
2 (February 2)	5 Principles of effective logo design Introducing Assignment 1: What makes up a "Brand Snapshot"?	● Meet with cohorts to review name options for peer feedback ● Demo on collaboration tools you can use with your cohort (Miro)	Begin to work on Assignment 1: Brand Snapshot, starting with the mood board and overall idea for the creative direction
3 (February 9)	Watch an episode of Netflix's Abstract-featuring Paula Scher and Pentagram Debrief following the episode	● In class WIP critique of Brand Snapshot moodboards ● Demo on creating a presentation template in InDesign	Continue working on Assignment 1: Brand Snapshot. Final version of Brand Snapshot is due next class.
4 (February 16)	<u>Assignment 1 Due</u> Introduce Assignment 2-Creating a logo & style guide	● Getting started with logo design ● Do's & Dont's in Logo design-What is a style guide? ● Demo on Miro and how you can use it with your Cohorts	Begin to work on logo concepts. Create at least 3 preliminary directions to show for an in class WIP critique next week (you could have multiple variations per overall direction).
5 (February 23)	WIP Critique on preliminary logo concepts Talk about resources for visual mockups that can help amplify your logo presentations	● Meet with your cohort to review logo concepts in more detail and decide which direction you want to focus on	● Continue working on Assignment 2. ● Explore possible free mockups you can use for your logo presentations
6 (March 2)	No formal lecture as I will be out. Continue to work on your logo concepts during class time.	● Meet with your cohort members to share/critique the progress you are making on your logo concepts	
7 (March 9)	No formal lecture as I will be out. Continue to work on your logo concepts during class time.	● Upload your WIP logos into Dropbox at the end of the class-I will send individual feedback ● Begin to work on the other components of your style guide including typography and color palette	
8 (March 16)	What is extended visual branding? (Patterns, Icon Style, graphic elements) Review examples and discuss how this can be derived from a logo	● In class WIP critique on formalized Logo and Style guide presentations.	Take feedback from the critique and apply it to your finished Logo & Style Guide-these will be due next class

9 (March 23)	Assignment 2 Due Introduce Assignment 3-Building a Personal Logo and Resume Review how designers brand themselves	● Demo on how to format a designer resume, do's and don'ts	● Begin working on building out your personal logo ● Bring 3 logo concepts to class next week
10 (March 30)	WIP Critique on 3 logo concepts How to create visual harmony between typography, color, layout and logo	● Meet with your cohorts to share your Personal Brand ideas ● Isolate one of the 3 concepts to focus on ● Begin to design resume portion of project	● Continue finalizing personal logo and resume ● Be prepared to show finished logo design and resume next class (in 2 weeks)
11 (April 6)	No class. Spring Recess	● Continue working on brand guidelines and extension pieces. ● Be prepared to show WIP for brand guidelines next class.	
12 (April 13)	No class. Spring Recess	● Continue working on brand guidelines and extension pieces. ● Be prepared to show WIP for brand guidelines next class.	
13 (April 20)	Assignment 3 Due Introduce Assignment 4 (final)-Brand Guidelines & Extension Piece Managing brand consistency and logo usage within an organization.	● Demo on how to create some common visual branding elements ● Review examples of brand extension pieces-show logo in use with additional branded elements	● Begin working on building out your brand guidelines for your client-pulling from the work you did in assignments 1 & 2 ● Start on Cover, contents and sections 1-4 ● Determine what you want to create for your brand extension piece
14 (April 27)	Managing brand consistency and logo usage within an organization. WIP Critique of brand guidelines	● In-class work on brand guidelines and extension pieces. I will be walking around to give feedback and help anyone who has questions.	● Continue working on brand guidelines and extension. You should focus on finishing sections 1-8. ● Be prepared to present brand extension pieces next class.
15 (May 4)	How to approach a rebrand or a logo uplift for an established company. WIP Critique of brand extension pieces	● Continue working on brand guidelines and extension pieces. I will be walking around to give feedback and help anyone who has questions.	● Continue working on brand guidelines and extension pieces. ● Be prepared to show WIP for final group critique next class
16 (May 11)	Final WIP critique of brand guidelines and brand extension pieces	● Continue working on brand guidelines and extension pieces. I will be walking around to give feedback and help anyone who has questions	● Revise and finalize brand guidelines and extension pieces. Everything is due next class.

17 (May 18)	Assignment 4 due Individual 1-1 presentations of brand guidelines & extension pieces	● **BRAND GUIDELINES DUE** The final brand guidelines must be submitted as a digital PDF	
18 (May 25)	Resources for finding a summer internship and refining your personal brand. How to best show off your work in a portfolio	● Research potential opportunities you can apply for over the summer	

ATTENDANCE & LATENESS

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade. If a student knows that they are going to be absent for a class, they should inform their instructor before the class so the instructor can fill them in on what they might be missing.

ACADEMIC INTEGRITY STANDARDS

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.