



Branding

Brands are the foundation of any communications platform. They determine how the business sounds, what it looks like and how it interacts with its audience. Successful visual communicators are required to develop and produce communications solutions in broad spectrum of media. The Branding & Visual Identity Design class is designed to provide students with the skills and knowledge necessary to cohesively present an identity in various marketing, media, and production environments.

OVER FOUR WEEKS, WE WILL COVER

Defining Brands

A brand is an expression of a business across a spectrum of applications, each of which builds a complete picture of the brand expression with their target audience.

Project: Identifying a Brand

Business Basics

It's important for designers to think strategically and make design decisions that are founded in research and observation, relevant to business goals and needs.

Projects: Name your Company, Elevator Pitch, Marketing Strategy

The Creative Brief

The creative brief provides a concise description of the business and audience with enough detail to let your team know what's expected of them, what the project deliverables are, and when the project is due.

Project: Creative Brief

Developing First Concepts

Sketching is an essential step in developing great concepts. The connection to the page activates your right and left brain hemispheres and addresses the problem in ways that going straight to digital can't.

Projects: Trends Moodboard, Sketching Concepts

Refinement

After you've chosen several directions to move forward with (two-three should be ne), continue sketching and refining them until one of the marks stands out as a the clear front-runner.

Projects: Choosing Type, Refining the Sketch

Color, Shape & Scale

Color can communicate without saying a word. Every culture, industry or product category has values associated with color and its meanings.

Project: Color Palette

Applying Design

You now have a logo and idea about the fundamental elements that will help you build the brand further and a business summary to guide the way you present to brand to others.

Projects: Logo System, Brand Standards Manual

TOOLS WE RECOMMEND

You can complete all of our projects using any design tool of your choice. However we strongly recommend the following professional design programs:



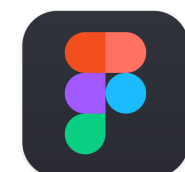
Photoshop
Adobe



Illustrator
Adobe



Sketch
Bohemian Coding



Figma
Figma Inc.

Your mentors are a great resource to discover tips and tricks to improve with the tools.

WHAT YOU'LL LEARN

- ✓ Design and establish visual identities and brand standards across a variety of mediums.
- ✓ Acquire a fundamental understanding of the aspects of designing a brand system that is scalable and replicable, regardless application.

WHAT YOU'LL CREATE

- ✓ Design a logo and apply the logo across a variety of platforms and applications.
- ✓ Create a business overview, looking at its market competition and customers.
- ✓ Develop a brand standards guide that ties into all of the previous work you've done. In it, you'll define typographic, color, design and voice standards

WHAT YOU’LL CREATE

Here are some past examples of real student work.

