graphic design I
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project description

Brand Identity

One potential career in the graphic design field is logo design. When designers create logos, they do not only imagine what the logo will look like, they have to take into account the entire "brand identity" of a company. Watch THIS VIDEO to learn what Brand Identity means.

Later in the course you will create your own brand / product design.

First, We will re-design an **existing brand.**

How do I start?

Assignment: Brand Research

1. Choose any brand or logo. It can be any company or sports team.

2.Research as much information on the company or team's "Brand Identity" as you can. Try to find a graphic standards document.

Record your findings in a Pages document. (SEE MY Pepsi Example)

    a. Name of Company, When were they established?
    b. Who designed the logo?
    c. What inspired the logo?
    d. How much was the designer paid to make it?
    e. Is this an updated logo, if so what were the older versions?
    f. How did the public respond to the logo?
    g. What are the design specifics?
    h. Find online the company's "Graphic Standards"
    i. Any other info you can find

        Use some of these sites to help you:
        http://www.logodesignlove.com/brand-identity-style-guides
        http://www.sportslogos.net/index.php
        http://www.hongkiat.com/blog/logo-evolution/
        http://www.newpaltz.edu/identity/athletics/sizes.html

3. Choose one of the logos for this company. Bring this image into Illustrator (you can lock the image) *re-create the logo* using the pen tool & shape tools.

Project: Brand Redesign

Now you are going to **redesign** the logo to look however you want. Keep it somewhat related to the brand's existing identity or style guidelines. You can sketch, scan, & then redraw in Illustrator. You can use the existing shapes from the original logo also.

You are going to make up your own "style guidelines" including *at least* the color & typeface you used. Then you are going to draw a product to put the logo on.

You are going to hand in 4 documents:
1. Assignment: Brand Research (pages doc)
2. Brand Before & After
3. Style Guidelines
4. Logo on a Product