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Essential Question

How does branding create an identity for a business?

Challenge

In design teams of two people, create a branding set for Amplify (a hair / tattoo salon in Palm Desert, Ca.) incorporating your graphic, photography, and presentation skills

- Create**
- Integrated logo*
- Business Card*
- Rack Card*
- Full page Promotional Poster*
- as an Identity System**

Guiding Questions

1. What is identity and what does it mean for designers?
2. What is a re-design?
3. How do graphics communicate an identity?
4. What colors will represent the client?
5. What textures represent the client?
6. What roll does photography have in branding?
7. How do you identify the needs of a client?
8. What questions do you ask for an ID Brief?
9. What is the importance of sketching your ideas on paper?
10. What materials are needed to pitch your ideas to a client?
11. What professional behaviors are required for working with clients?
12. How can a logo be subtle and emphasize key points?
13. How will you shoot the models for the ad?
14. What lighting will you use for the shoot?
15. How will you integrate photography & graphics for your ad?
16. What is the importance of looking professional for a presentation?

Click to use Flash

Guiding Activities

Introduction

- **Keynote presentation** by designer Luis Fausto
 - Focusing on his educational and career pathway

- **Project overview**

- Working in photo & graphic teams
- Requirements of the client
- Project requirements

[ID Brief with client](#)

- **Synergy Identity Questionnaire** (provided by Luis)
 - **Core Ideology:** What is your company's mission statement & any other values or beliefs you strive to uphold?
 - **Audience/Customer:** Who is your current audience? (EX: Demographically: women 18 - 24 | Psycho-graphically: Athletic adventurous men)
 - **Design:** Name to be used in logo - actual spelling (Are you open to the use of abbreviations?)
 - **Design:** Do you have a tag-line, slogan or USP (Unique Spelling Proposition)?
- **Each team** is to create **6 additional questions** to ask the client while they are in the DI studio
- **Confirm** your **THREE BEST** images in the **DigiCom1 folder** on the **server** to be used in **slide show for the client**
- **Dress well!**

[Production](#)

- **Sketch** three concept designs per team
- In **small groups**...
 - Discuss individual sketches and **select one concept** to pursue as a group
 - Decide on a **name for your team**
 - Present your concepts to the other teams for **critique**
 - Decide on which team members will fill the following **roles**
 - Art Director
 - Illustrator
 - Photographer
 - Lighting assistant
 - Layout artist
 - Presenter
- **Finalize one drawing per team** using **Illustrator**
- As a team, conceptualize a design for the **Rack Card** and **Poster**
- **Shoot** images of models for the **Rack Card** and **Poster**
- **Create** the following in **Photoshop** at **300 dpi**
 - an integrated **logo** design
 - a **Business Card** @ 3.625 x 2.125 inches
 - a **Rack Card** @ 4.125 x 9.125 inches
 - a full page **Poster** @ 24 x 36 inches
 - **BUSINESS INFO:**
 - Location: 73-338 Hwy 111, Suite 5 Palm Desert, Ca. 92260
 - Phone: 1-760-776-0919
- **Create one Identity System** per team to present to the client
- **Print** Identity Systems and prepare for client presentations

[Pitch to client](#)

- Each team will **present their Identity System** for client selection

Solution

1. **Upload** all mock ups and Identity Systems to the [DAE Ning](#) and [Picasa](#) album for portfolio collection
2. **Print** Identity Systems for client presentation

 Add Discussion

(http://www.wikispaces.com/user/view/vgonzalez_donut)



Melissa and Victor questions

vgonzalez_donut (http://www.wikispaces.com/user/view/vgonzalez_donut)
Apr 30, 2010

1. What kind of music are you influenced by?
2. What artistic styles influence you?
3. What do you think makes your business unique?

4. Is there a color scheme to your business
5. Are you looking for a subtle logo and to the point, or a more edgy one?
6. Do you have a preferred shape to the logo?

 Comment

(<http://www.wikispaces.com/user/view/zilenz92>)



Jose and Arnold

zilenz92 (<http://www.wikispaces.com/user/view/zilenz92>) Apr 30, 2010



What colors do you want to be on it?
 What didn't you like about your last logo?
 How complex do you want your logo?
 Is there one specific thing you are looking for in the logo (e.i. a skull, tattoo needle, etc.)?
 What don't you want on the logo?
 Do you want your logo to be all professional or creative? (McDonalds' logo vs. Zipliner logo <<http://www.helveticbrands.ch/portfolio/branding/>>)

 Comment

(<http://www.wikispaces.com/user/view/joehamam>)



Chris and Joe

joehamam (<http://www.wikispaces.com/user/view/joehamam>) Apr 30, 2010



What represents your business?
 What colors would you symbolize you business with?
 What image would you like to portray to your customers?
 What theme would coexist with your business?
 What fonts would represent your title?
 Modern or contemporary look?

 Comment

(<http://www.wikispaces.com/user/view/mhackwith>)



Markie and Tyler.

mhackwith (<http://www.wikispaces.com/user/view/mhackwith>) Apr 30, 2010



1. Do you have a color scheme in mind?
2. Do you like warm or cool colors?
3. why did you choose to open this business?
4. Formal or casual?
5. What type of image do you want to portray?
6. Do you have a general theme in mind?

 Comment

(<http://www.wikispaces.com/user/view/ernesto98>)



Ernesto & Jocael

ernesto98 (<http://www.wikispaces.com/user/view/ernesto98>) Apr 30, 2010



1. What colors do you think will attract your audience?
2. What can you improve to your logo to get people attention?

- 3. Would you prefer a tattoo designed, a hairstyle designed, or both to be on your logo?
- 4. What age do you mostly want to attract?
- 5. What size does the logo should be?
- 6. What kind of slogan would best represent the business?

 Comment

<http://www.wikispaces.com/user/view/Mbrady23>



Questions

Mbrady23 (<http://www.wikispaces.com/user/view/Mbrady23>) Apr 30, 2010



- What settings do you have available for the shoot?
- How much leeway and creativity can you use when working with a client?
- Is there anything specific you'd want to be incorporated in your logo?
- What types of areas will the business cards be given out?
- Where will the ad be displayed?
- How do you understand exactly what a client wants?

 Comment

<http://www.wikispaces.com/user/view/BrEnDa.M.12>



Questions for Amplify

BrEnDa.M.12 (<http://www.wikispaces.com/user/view/BrEnDa.M.12>) Apr 30, 2010



- 1. Is the salon part of the shop suppose to be edgy too?
- 2. Other than being combined with a tattoo parlor, how is the salon different than others.
- 3. Would you prefer having the logo representing both as one or as separate?
- 4. What colors would you prefer for the logo? Light/Dark/Loud/Calm?
- 5. Do you have a preference for the shape of the logo?
- 6. Would you like the logo to be as simple as possible or with a lot of character?

Robertjr_a and BMAG1255
aka Robert Arnold and Brenda Magana

 Comment

<http://www.wikispaces.com/user/view/eramirez333>



Erik

eramirez333 (<http://www.wikispaces.com/user/view/eramirez333>) Apr 30, 2010



- What was your inspiration to do what you pursued?
- What colors do you have in mind?

Do you have any musical inspirations?

Do you have any ideas that would you like to incorporate?

What graphics interest you?

What is your general idea of where you want your logo and advertisement to lean on?

 Comment

(<http://www.wikispaces.com/user/view/equintero001>)



melissa and joeeyyyy questions 
 equintero001 (<http://www.wikispaces.com/user/view/equintero001>) Apr 30, 2010

What main symbols do you want for your shop? Is the a specific size you want your logo? Is there any type of text that you would prefer? What colors do you prefer on the logo? Do you want to focus more on one profession more then the other or do you want booth equally shown? Are you trying to get the attention of any particular age group?

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(<http://www.wikispaces.com/user/view/SilvaEnrique>)



Enrique & Aaron 
 SilvaEnrique (<http://www.wikispaces.com/user/view/SilvaEnrique>) Apr 30, 2010

What motivated you to start this business/organization?

What color palettes might you prefer? why?

What logos do you like and why?

What logos do you dislike and why?

How many initial concepts would you prefer to see?

What sort of deadline are you working with on this logo?

 Comment