

# DESIGN CHALLENGE 2 A brand

**The challenge:** Build a brand (or sub-brand) on a product or service that will be used by college art students. During the brand development, you will conduct research, position your brand, as well as develop the brand image and identity.

You have been asked by a group of product investors' to propose a product/service for a new brand or a sub-brand for college art students. The new brand or sub-brand can be from an existing company.

There are so many products and services for college art students. You will need to look for gaps within the industry. You will need to discover some key flaws in the market. The investors' are looking to market in any industry as long as it will be used by college art students.

## **Brainstorm:**

Work with your team to brainstorm ideas based on your interests. Map out some ideas and direction for a product/service.

## **Design Audit:**

Through an evaluation of your brand and a competitor analysis (also known as design or brand audit) you will gather secondary research. Narrow down competitors brand image and products to at least 3.

## **Brand profile**

Through the use of research tactics (listed on page 21 of the text book) you will need to define your brand profile. Tactics such as photo ethnography, visual anthropology, focus groups or survey/questionnaires are ways to gather research for your brand image.

## **Target audience:**

For your product the demographic needs to be specific. Currently the criteria for target must be college art students. You will need to narrow down what type of art student.

The investors will take into consideration any proposal presented to them. You are being compensated for your time. You will also be hired, if the project is chosen. This means you need to consider any subsequent products or sub-brands that may work with the product you are proposing. Therefore, the investors want to see the brand as a whole.

## **Proposal**

Your final proposal will be in a presentation form and in a written form.

A presentation showing the following

- Explain, describe, and design your product/service
- Identify the target market
- Describe the brand profile
- Provide background and reasoning for this product/service
- Visual and brand research and similar products/services
- Brand and design focus (Design identity, packaging, point of purchase displays, & other collateral)
- Narrative on the process. (A graphic illustration of all the phases in your process to develop this brand.)

## STAGES/ PHASES OF DEVELOPMENT:

### PHASE 1: DECIDE ON A DIRECTION

- Brainstorming
- Mind Mapping
- Mood boards

### PHASE 2: AUDIT OTHER BRANDS

- Visual design research
- Product research
- Brand research
- Brand Matrix

### PHASE 3: BRAND PROFILE

- Research brand image
- Identify people in the profile
- Establish a brand image for your product/service

### PHASE 4: PRODUCT/ SERVICE DEVELOPMENT

- Sketch out your product or propose your service
- How is your product or service different or similar to existing brands?

### PHASE 5: DESIGN BRAND GUIDELINE SHEET

- Brand personality (brand user)
- Brand language (vocabulary)
- Brand colors
- Brand name and identity
- Brand visual restrictions and guidelines  
You will need to include the following:
  - Brand Introduction
  - Logo Clear space / Safe zone
  - Typography
  - Color Palette
  - Acceptable Variations (Of the logo)
  - Unacceptable Variations
  - Stationery
  - Business card, or letterhead, or both

### PHASE 6: PROPOSAL PRESENTATION

- Compile and organize all that you have done
- Present to the class all your phases
- Design the presentation as a pitch.
- Your document will be taken by the investors to look at it more in detail. Therefore, you need to make it interesting when viewing on a projector, but also organized with details for printouts by the investors.
- Keep it simple, clean and precise.
- See the previous page on specifics for proposal.

## GRADING CRITERIA

Grading is based on the following:

CONCEPTUAL IDEA  
RESEARCH  
QUALITY OF PRODUCT  
PRESENTATION