

# DESIGN CHALLENGE 2 A brand

**The challenge:** Build a brand around a product or service that is used by college art students. During the brand development, you will conduct market and consumer research, position your brand, as well as develop the brand image.

You have been asked by a group of product investors' to propose a product/ service and brand for college art students. There are so many products and services out there for artists. What are they and what are useful for certain types of art students?

The investors' are looking to market to any art related demographic. Break down the many areas of the arts. Brainstorm based on your interests and needs. Map out some ideas and direction for a product or service. You have to find a gap or need. Through participatory/social research, you will discover some key flaws in the market. Ask questions specific to your direction by interviewing people or surveying a group of people.

**Target audience: The demographic needs to be specific.**

- Are they freshman or seniors?
- Are they male or female? Does that matter?
- Are they young or old? Does that matter?
- Maybe there is a specific type of art college student that really needs a product? Art/design/photography student, teaching credential student, , etc? What is their major? ...is really up to you.
- What are their needs? What type of brand product could help make their academic studies more efficient?

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.

**Final Package:**

A presentation showing the following

- Participatory and social research (Interviews, questionnaires, focus groups.)
- Visual and brand research and similar products/services
- Market research
- Demographics of your consumer
- Proposed product/ service
- Brand and design focus (Design identity, packaging, point of purchase displays, & other collateral)
- A compilation of all that you have done in all the phases

## STAGES/ PHASES OF DEVELOPMENT:

### PHASE 1: DECIDE ON A DIRECTION :

- Brainstorming
- Mind Mapping

### PHASE 2: CONSUMER RESEARCH

- Interviewing
- Focus Groups/ questionnaires
- Cost factors

### PHASE 3: AUDIT OTHER BRANDS

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

### 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 IMAGE

- 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 5: MARKET YOUR BRAND

- How will you market your brand?
- Will it be through advertisements or social media?
- Will you create a promotional item to get the word out? What will that look like?

### PHASE 6: PRESENTATION

- Compile and organize all that your have done
- Present to the class all your phases
- Show examples of what you propose.
- Design the presentation as a pitch.
- Keep it simple, clean and precise.
- 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.

## GRADING CRITERIA

Grading is based on the following:

CONCEPTUAL IDEA  
RESEARCH  
QUALITY OF PRODUCT  
PRESENTATION