

Product Branding: Part 1

Define. Research. Explore. Present. Apply. Document.

Objectives of Part 1

Create an imaginary product that could "improve the quality of life".

Research how other companies brand their products (conceptually, visually).

Explore ideas (concepts, visuals) for branding your product.

Develop and present a brand for the product with a logo, colors, language, textures, images, and typefaces.

Keep track of your entire process!

Final Work for Project

Packaging

Site-specific display

Web site

Brand Book

Process Book

Due Dates

See Schedule

Designing for a purpose: self -> society -> world -> self

What do you value? How do you practice your values through design?

What does the world need; your neighborhood, society, country?

As you look out into the vast world, with all the advances in agriculture, medicine, science, technology, communication, and our broader understanding of the interrelatedness of life, the question arises: could we as designers be doing more? One of our most powerful tools is our ability to imagine an ideal outcome and use the tools of prototyping and visualization to suggest new possibilities. To design the products for a future that does not yet exist.

If you could improve the quality of life for a group of people, what would it be? Why?

Define the Product

Choose one condition in the world you wish you could change. Take the time to write a short explanation why you wish you could change this condition. Relate it to your values, concerns, research and observations about the world.

Brainstorm what kind of (imaginary) product could help you address this condition.

Activities: forced connections, mind-mapping, concept presentation.

Warning: no magic pills allowed. No apps. The product needs to have a physicality to it that pills and apps don't.

Research: Conceptual, Visual

How are other brands in your product-category branded?

Activities: *visual research chart*

Make a non-working preliminary model of your product out of foam, wood, metal, plaster, clay, paper, cardboard. This will test your product's size and form. You may use pre-existing forms, shapes and vessels if it works for your concept.

Develop a Logo

Part of your brand is the logo for the product. Think about what it needs to communicate and where it will live (product, package, environmental display, website).

Activities: 100 logo sketches

Explore Ideas for Branding

Branding is more than a logo. It's a visual manifestation (logo, colors, language, textures, shapes, images, typefaces) of your message (e.g., what do you want your audience to know or feel when they see/experience the brand).

What do designers think about when they do branding projects?

Activity: case studies (see www.branding.blogs.umassd.edu)

What do companies think about when they do branding projects?

Activity: View the Frontline documentary, *The Persuaders*
www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/

What do you experience when you see/smell/handle products similar to yours?

Activity: *on-site research*

What experience do you want to create for your product?

Activity: *mood board*

	Tuesday (Lab)	Thursday (Studio)
Week 1	01.24 WELCOME The syllabus / project / what to expect. <ul style="list-style-type: none"> • View <i>Objectified</i> by Gary Hustwit IDENTIFY WHAT TO BRAND <ul style="list-style-type: none"> • Work in pairs writing about condition you want to change: why, history. Write out two copies: One for you one for Ziddi * • Share with the class. • Start <i>Forced Connections</i> exercise • Start <i>Mind Map</i> exercise HANDOUTS Syllabus, Assignment, Schedule, <i>Forced Connections</i> exercise, <i>Mind Map</i> exercise	01.26 DUE AT START OF CLASS <ul style="list-style-type: none"> • <i>Forced Connections</i> exercise * • <i>Mind Map</i> exercise * WORK IN CLASS <ul style="list-style-type: none"> • Start <i>Concept Presentation</i> exercise • Start <i>Visual Research Chart</i> exercise HANDOUTS <i>Concept Presentation</i> exercise, <i>Visual Research Chart</i> exercise LOOKING AHEAD <ul style="list-style-type: none"> • Make a model or find an existing product to use as your model (Due Tues, Feb 7)
Week 2	01.31 DUE AT START OF CLASS <ul style="list-style-type: none"> • <i>Concept Presentation</i> (present) * • <i>Visual Research Chart</i> content * WORK IN CLASS <ul style="list-style-type: none"> • Notes on changes to <i>Concept Present.</i> • Start analyzing <i>Visual Research Chart</i> 	02.02 WORK IN CLASS <ul style="list-style-type: none"> • <i>Visual Research Chart</i> • <i>Modify Concept Presentation</i> LOOKING AHEAD <ul style="list-style-type: none"> • Make a model or find an existing product to use as your model (Due next Tuesday)
Week 3	02.07 WORK IN CLASS <ul style="list-style-type: none"> • Start logo sketches if time permits HANDOUTS 100 Logo sketches	02.09 SNOW DAY
Week 4	02.14 DUE AT START OF CLASS <ul style="list-style-type: none"> • <i>Refined Concept Presentation</i> (present) * • <i>Visual Research Chart</i> (present) * • <i>Model for your product</i> (present) * WORK IN CLASS <ul style="list-style-type: none"> • Start logo sketches if time permits HANDOUTS 100 Logo sketches	02.16 DUE AT START OF CLASS <ul style="list-style-type: none"> • Start of logo sketches (50 minimum) * WORK IN CLASS <ul style="list-style-type: none"> • Discuss, refine, build off first sketches • Use inks, objects, materials, get messy • Narrow down ideas to modify/expand on HANDOUTS <i>Case Studies</i> , <i>On-Site Research</i> exercise, <i>Mood Board</i> exercise

* worth 1 or more points for process exercises/crits/activities/assignments.

Product Branding: Part 2

Define. Research. Explore. Present. Apply. Document.

Objectives of Part 2

Apply branding to packaging

Apply branding to a site-specific display (mock-up) for brand book.

Design and develop a website for the product (uses branding system you developed).

Keep track of your entire process!

Create a "Brand Book" for the product.

Create a process book that organizes, shows, and explains your entire process.

Don't forget, we have a blog!

<http://branding.blogs.umassd.edu>

I'll post examples, resources, and copies of handouts.

Final Work

Packaging

Site-specific display or advertisement

Web site

Brand Book

Process Book

Due Dates

See Schedule

Final Exam Times

Tuesday, May 9th

9am-11am

You've developed your product and your branding system. Now it's time to officially apply the brand to various applications. Your branding system will probably shift as you start to use it. We did part one very quickly. You'll run into problems you didn't expect. You'll find solutions and opportunities you didn't see before. Be willing to modify the system. This is part of the design process.

Design the Packaging

Now is a great time to refine the non-working preliminary model of your product. You can make it out of foam, wood, metal, clay, plaster, paper, cardboard. You may continue to use pre-existing forms, shapes and vessels if it works for your concept.

Brainstorm what kind of experience you want your audience to have. What should the package feel like? How will it open? How does the product itself interact with the packaging? Make mock-ups early and often.

Design a Site-Specific Display

Think about your brand in the environment. Working with the results of the On-site Research exercise, identify a store where your product would be sold, and design a display for the store (to be included in your Brand Book).

Handout: [Site-Specific Display](#)

Design a Web Site

Identify the purpose of the site and what information you need to include. Then design how the site will be organized and how it will look when viewed on a desktop monitor (1600 px) vs a laptop monitor (1024 px) vs a tablet (768 px) vs a smart phone (320 px). (sketch then build in InDesign)

Handouts: [Site Map](#), [Wireframes](#), [HTML5 and CSS3 templates](#).

Document Your Process and Product Branding

This was a big project. How did you get from point A to point B? What is the thinking behind the brand, and how should your brand language be used in future applications?

Handouts: [Create a Brand Book](#), [Create a Process Book](#), [Professional Examples](#).

Tuesday (Lab)

Thursday (Studio)

Week 5

02.21
 NO CLASS. MONDAY SCHEDULE
 • Build logo(s).
 • Start packaging: sketch ideas, find templates, print and build, write/draw where content will go on blank mock-up.

02.23
 DUE AT START OF CLASS
 • Logo(s) (crit) *
 • Mock-up of packaging *
 • Refine logos
 • Prep presentation of On-Site Research

* worth 1 or more points for process exercises/crits/activities/assignments.

Week 6

02.28
 DUE AT START OF CLASS
 • Refined Logo(s) (desk crit) *
 • Mood Board (present) *
 • On-Site Research findings (present) *
 • Work on packaging: find new template if needed, add content, print and build...
 • Prep Mood Boards for presentation

03.02
 WORK IN CLASS
 • Updated packaging (crit) *
 • Continue refining logo(s).
 • Refine mood board and on-site research findings as needed. You will use these later in the semester in your process and brand books.
 • Start site map and wireframe

Week 7

03.07
 DUE AT START OF CLASS
 • Refined packaging (crit) *
 • Site map and wireframe (present) *

03.09
 WORK IN CLASS
 • Packaging.
 • Mock-up of website.
 • Junior Review Essay samples

Week 8

SPRING BREAK!!!

Junior Review Dates
 Thur 3/23 Sign Up Sheet
 Mon 3/27 Essay Due
 Wed 4/5 Junior Review

Week 9

03.21
 WORK IN CLASS
 • Packaging.
 • Site map, wireframe and Mock-up of website.

03.23
 DUE AT START OF CLASS
 • Refined Mock-up of website
 • Refined Packaging
 HANDOUTS
 Brand Book, Process Book, Site-Specific Display.
 • Junior Review Essay samples

Week 10

03.28
 NO CLASS. SOPHOMORE REVIEWS
 • Start building brand book.
 • Start building process book.
 • Start building website (templates are available on blog).

03.30
 DUE AT START OF CLASS
 • Mock-up of website (final crit, in groups) *
 • Final Packaging (due, no crit) *
 WORK IN CLASS
 • Start building website (templates are available on blog).

LOOKING AHEAD
First crit of book spreads is Thursday. We will primarily be dedicated to the above three elements until April 25th. When you get stuck in one area, work on another.

Tuesday (Lab)

Thursday (Studio)

Week 11	04.04 WORK IN CLASS <ul style="list-style-type: none"> web site, Start of Brand/Process Books. 04.05 JUNIOR REVIEW	04.06 DUE AT START OF CLASS <ul style="list-style-type: none"> Start of Brand/Process Books (crit) * Minimum of four spreads—can be all one book or two from each book. <i>Tomorrow is the last day to withdraw from a class.</i>
----------------	--	--

* worth 1 or more points for process exercises/crits/activities/assignments.

Week 12	04.11 VISITING CRITIC <ul style="list-style-type: none"> Bring what you have Work the rest of the time 	04.13 VISITING CRITIC <ul style="list-style-type: none"> web site, brand book, process book.
----------------	--	---

Week 13	04.18 WORK IN CLASS <ul style="list-style-type: none"> web site, brand book, process book. 	04.20 DUE AT START OF CLASS <ul style="list-style-type: none"> FINAL CRIT: Mock-up of both books * Last chance for feedback before printing.
----------------	---	--

NOTE ON SHIPPING

If using hpmagcloud.com, and want to pay cheaper shipping (\$7.84 for two books), order this week. Deadline April 25.

If you're willing to pay higher shipping costs (\$13.04 for two books). Order by May 2.

If you want to, you can have them shipped to me at CVPA, UMassD.

You need two of each book (one to turn in, one to keep).

Week 14	04.25 DESIGN INTERVENTION: USER EXPERT WORKSHOP (see schedule)	04.27 SMALL GROUP WORKSESSION <ul style="list-style-type: none"> Concept presentation critiques (see schedule)
----------------	--	---

Week 15	05.02 SMALL GROUP PRESENTATIONS <ul style="list-style-type: none"> Concept presentation critiques (see schedule) 05.06 SENIOR SHOW, Saturday, May 6th, 1pm-3pm CVPA building	
----------------	--	--

Final Exam Time

Tuesday, May 9th
 9am-11am

Week 16	05.09 FINAL PRESENTATIONS Tuesday, May 9th, 9am-11am <ul style="list-style-type: none"> Design Intervention group presentations. Books, packaging, and website due. 	
----------------	--	--