

Product Branding: Part 1

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

Objectives of Part 1

Create an imaginary product that could “change a quality about yourself.”

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

Who are you? What makes you happy about your current self, activities, abilities?

What do you wish you could do, but can't? Why can't you do it?

If you could change any one quality about your current self what would it be? Why?

Define the Product

Choose one quality about yourself you wish you could change. Take the time to write a short explanation why you wish you could change this quality. Relate it to your personal history with this quality.

Brainstorm what kind of (imaginary) product could help you change this quality.

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.

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.

Research: Conceptual, Visual

How are other brands in your product-category branded?

Activities: **visual research chart**

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 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 (Classroom)	Thursday (Lab)
Week 1	<p>01.26</p> <p>WELCOME</p> <p>The syllabus / project / what to expect.</p> <p>IDENTIFY WHAT TO BRAND</p> <ul style="list-style-type: none"> • Work in pairs writing about quality you want to change: why, history. Write out two copies. One for you, one for Laura * • Share with the class. • Start <i>Forced Connections</i> exercise • Start <i>Mind Map</i> exercise <p>HANDOUTS</p> <p>Syllabus, Assignment, Schedule, Forced Connections exercise, Mind Map exercise</p>	<p>01.28</p> <p>DUE AT START OF CLASS</p> <ul style="list-style-type: none"> • Forced Connections exercise * • Mind Map exercise * <p>WORK IN CLASS</p> <ul style="list-style-type: none"> • Start <i>Concept Presentation</i> exercise • Start <i>Visual Research Chart</i> exercise <p>HANDOUTS</p> <p>Concept Presentation exercise, Visual Research Chart exercise</p> <p>LOOKING AHEAD</p> <ul style="list-style-type: none"> • Make a model or find an existing product to use as your model (Due Tues, Feb 9)
Week 2	<p>02.02</p> <p>DUE AT START OF CLASS</p> <ul style="list-style-type: none"> • Concept Presentation (present) * • Visual Research Chart content * <p>WORK IN CLASS</p> <ul style="list-style-type: none"> • Notes on changes to Concept Present. • Start analyzing Visual Research Chart 	<p>02.04</p> <p>WORK IN CLASS</p> <ul style="list-style-type: none"> • Visual Research Chart • Modify Concept Presentation <p>LOOKING AHEAD</p> <ul style="list-style-type: none"> • Make a model or find an existing product to use as your model (Due next Tuesday)
Week 3	<p>02.09</p> <p>DUE AT START OF CLASS</p> <ul style="list-style-type: none"> • Refined Concept Presentation (present) * • Visual Research Chart (present) * • Model for your product (present) * <p>WORK IN CLASS</p> <ul style="list-style-type: none"> • Start logo sketches if time <p>HANDOUTS</p> <p>100 Logo sketches</p>	<p>02.11</p> <p>DUE AT START OF CLASS</p> <ul style="list-style-type: none"> • Start of logo sketches (50 minimum) * <p>WORK IN CLASS</p> <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 <p>HANDOUTS</p> <p>Case Studies, On-Site Research exercise, Mood Board exercise</p> <p>LOOKING AHEAD</p> <ul style="list-style-type: none"> • Case Studies, On-Site Research, and Mood Boards are due Tuesday, March 2.
Week 4	<p>02.16</p> <p>NO CLASS. MONDAY SCHEDULE.</p> <p>LOOKING AHEAD</p> <ul style="list-style-type: none"> • Case Studies, On-Site Research, and Mood Boards are due Tuesday, March 2. 	<p>02.18</p> <p>DUE AT START OF CLASS</p> <ul style="list-style-type: none"> • 100 logo sketches * <p>WORK IN CLASS</p> <ul style="list-style-type: none"> • Build logo(s). • Start packaging: sketch ideas, find templates, print and build, write/draw where content will go on blank mock-up.

* 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

AM Class, Tuesday, May 10

11:30 – 2:30 (in lab)

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/PhotoShop/Illustrator)

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**

Note: also need to put examples of last year's books on blog!

	Tuesday (Classroom)	Thursday (Lab)
Week 5	02.23 DUE AT START OF CLASS <ul style="list-style-type: none"> • Logo(s) (crit) * • Mock-up of packaging * 	02.25 WORK IN CLASS <ul style="list-style-type: none"> • Refine logos • Work on packaging: find new template if needed, add content, print and build... • Prep Mood Boards for presentation • Prep presentation of On-Site Research
Week 6	03.01 DUE AT START OF CLASS <ul style="list-style-type: none"> • Refined Logo(s) (present) * • Mood Board (present) * • On-Site Research findings (present) * • Updated packaging (crit) * 	03.03 WORK IN CLASS <ul style="list-style-type: none"> • Continue refining logo(s). • Refine mood board and on-site research findings as needed. You <i>will</i> use these later in the semester in your process and brand books. • Work on packaging • Start site map and wireframe
Week 7	03.08 DUE AT START OF CLASS <ul style="list-style-type: none"> • Refined packaging (crit) * • Site map and wireframe (present) * 	03.10 WORK IN CLASS <ul style="list-style-type: none"> • Packaging. • Mock-up of website.
SPRING BREAK!!!		
Week 8	03.22 DUE AT START OF CLASS <ul style="list-style-type: none"> • Mock-up of website (crit) * • Packaging (final crit) * 	03.24 WORK IN CLASS <ul style="list-style-type: none"> • Refine Packaging. • Refine Mock-up of website. HANDOUTS Brand Book, Process Book, Site-Specific Display
Week 9	03.29 NO CLASS, SOPHOMORE REVIEWS LOOKING AHEAD First crit of book spreads is next week. <i>The rest of the semester will be dedicated primarily to the website, brand book, and process book. If you get stuck on one, work on another.</i>	03.31 DUE AT START OF CLASS <ul style="list-style-type: none"> • Mock-up of website (final crit, in groups) * • Final Packaging (due, no crit) * WORK IN CLASS <ul style="list-style-type: none"> • Start building website (templates are available on blog). • Start building brand book. • Start building process book.

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

Tuesday (Classroom)

Thursday (Lab)

Week 10	04.05 DUE AT START OF CLASS • Start of Brand/Process Books (crit) * Minimum of four spreads— can be all one book or two from each book.	04.07 WORK IN CLASS • web site, brand book, process book. <i>Tomorrow is the last day to withdraw from a class.</i>
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* worth 1 or more points for process exercises/crits/activities/assignments.

Week 11	04.12 INDIVIDUAL MEETINGS • Bring what you have • Work the rest of the time	04.14 WORK IN CLASS • web site, brand book, process book.
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Week 12	04.19 DUE AT START OF CLASS • Mock-up of both books (crit) *	04.21 WORK IN CLASS • web site, brand book, process book.
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NOTE ON SHIPPING
 If using hpmagcloud.com, and want to pay cheaper shipping (\$7.84 for two books), order this week. Deadline April 26.

Week 13	04.26 SMALL GROUP CRITS • Bring what you're working on • Work the rest of the time	04.28 WORK IN CLASS • web site, brand book, process book.
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If you're willing to pay higher shipping costs (\$13.04 for two books). Order by May 3.

Week 14	05.03 SMALL GROUP CRITS • Bring what you're working on • Work the rest of the time	
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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).

05.10
 EXAM
 Tuesday, May 10, 11:30-2:30 in Lab
 Books, packaging, and website due.