Product Branding: Part 1


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.brandingblogs.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)**
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**Week 1**

01.26  
**WELCOME**  
The syllabus / project / what to expect.  
**IDENTIFY WHAT TO BRAND**  
• 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 *Forced Connections* exercise  
• Start *Mind Map* exercise  
**HANDOUTS**  

**01.28**  
**DUE AT START OF CLASS**  
• *Forced Connections* exercise *  
• *Mind Map* exercise *  
**WORK IN CLASS**  
• Start *Concept Presentation* exercise  
• Start *Visual Research Chart* exercise  
**HANDOUTS**  
Concept Presentation exercise, *Visual Research Chart* exercise

**LOOKING AHEAD**  
• Make a model or find an existing product to use as your model (Due Tues, Feb 9)

**Week 2**

02.02  
**DUE AT START OF CLASS**  
• Concept Presentation (present) *  
• Visual Research Chart content *  
**WORK IN CLASS**  
• Notes on changes to Concept Present.  
• Start analyzing Visual Research Chart

02.04  
**WORK IN CLASS**  
• Visual Research Chart  
• Modify Concept Presentation

**LOOKING AHEAD**  
• Make a model or find an existing product to use as your model (Due next Tuesday)

**Week 3**

02.09  
**DUE AT START OF CLASS**  
• Refined Concept Presentation (present) *  
• Visual Research Chart (present) *  
• Model for your product (present) *  
**WORK IN CLASS**  
• Start logo sketches if time  
**HANDOUTS**  
100 Logo sketches

02.11  
**DUE AT START OF CLASS**  
• Start of logo sketches (50 minimum) *  
**WORK IN CLASS**  
• Discuss, refine, build off first sketches  
• Use inks, objects, materials, get messy  
• Narrow down ideas to modify/expand on  
**HANDOUTS**  
Case Studies, On-Site Research exercise, *Mood Board* exercise

**LOOKING AHEAD**  
• Case Studies, On-Site Research, and Mood Boards are due Tuesday, March 2.

**Week 4**

02.16  
**NO CLASS. MONDAY SCHEDULE.**

**LOOKING AHEAD**  
• Case Studies, On-Site Research, and Mood Boards are due Tuesday, March 2.

02.18  
**DUE AT START OF CLASS**  
• 100 logo sketches *  
**WORK IN CLASS**  
• 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.
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)  

Week 5  
02.23  
DUE AT START OF CLASS  
• Logo(s) (crit) *  
• Mock-up of packaging *  

Week 6  
03.01  
DUE AT START OF CLASS  
• Refined Logo(s) (present) *  
• Mood Board (present) *  
• On-Site Research findings (present) *  
• Updated packaging (crit) *  

03.03  
WORK IN CLASS  
• 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.  
• Work on packaging  
• Start site map and wireframe  

Week 7  
03.08  
DUE AT START OF CLASS  
• Refined packaging (crit) *  
• Site map and wireframe (present) *  

03.10  
WORK IN CLASS  
• Packaging.  
• Mock-up of website.  

SPRING BREAK!!!

Week 8  
03.22  
DUE AT START OF CLASS  
• Mock-up of website (crit) *  
• Packaging (final crit) *  

03.24  
WORK IN CLASS  
• Refine Packaging.  
• Refine Mock-up of website.  

HANDOUTS  
Brand Book, Process Book,  
Site-Specific Display

Week 9  
03.29  
NO CLASS, SOPHOMORE REVIEWS

03.31  
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).  
• Start building brand book.  
• Start building process book.

* worth 1 or more points for process exercises/crits/activities/assignments.
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<tr>
<th>Week</th>
<th>Tuesday (Classroom)</th>
<th>Thursday (Lab)</th>
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<tr>
<td>Week 10</td>
<td><strong>04.05</strong>&lt;br&gt;DUE AT START OF CLASS&lt;br&gt;• Start of Brand/Process Books (crit) *&lt;br&gt;Minimum of four spreads—can be all one book or two from each book.</td>
<td><strong>04.07</strong>&lt;br&gt;WORK IN CLASS&lt;br&gt;• web site, brand book, process book.</td>
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<td>Week 11</td>
<td><strong>04.12</strong>&lt;br&gt;INDIVIDUAL MEETINGS&lt;br&gt;• Bring what you have&lt;br&gt;• Work the rest of the time</td>
<td><strong>04.14</strong>&lt;br&gt;WORK IN CLASS&lt;br&gt;• web site, brand book, process book.</td>
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<td>Week 12</td>
<td><strong>04.19</strong>&lt;br&gt;DUE AT START OF CLASS&lt;br&gt;• Mock-up of both books (crit) *</td>
<td><strong>04.21</strong>&lt;br&gt;WORK IN CLASS&lt;br&gt;• web site, brand book, process book.</td>
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<td>Week 13</td>
<td><strong>04.26</strong>&lt;br&gt;SMALL GROUP CRITS&lt;br&gt;• Bring what you’re working on&lt;br&gt;• Work the rest of the time</td>
<td><strong>04.28</strong>&lt;br&gt;WORK IN CLASS&lt;br&gt;• web site, brand book, process book.</td>
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<td>Week 14</td>
<td><strong>05.03</strong>&lt;br&gt;SMALL GROUP CRITS&lt;br&gt;• Bring what you’re working on&lt;br&gt;• Work the rest of the time</td>
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<td><strong>05.10</strong>&lt;br&gt;EXAM&lt;br&gt;Tuesday, May 10, 11:30-2:30 in Lab&lt;br&gt;Books, packaging, and website due.</td>
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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. If you’re willing to pay higher shipping costs ($13.04 for two books). Order by May 3. 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).