grfx-3603 | advertising design| fall 19

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project 1 > **exercise 1** - personal brand timeline

o b j e c t i v e Track brand consumption and loyalty across your lifespan by examining your personal experience as you have matured. Then consider how you think this will change in the future. Students will then compare notes and discuss multiple aspects in regards to brand* consumption.

> * A brand is neither a logo, nor a product; however, a logo is the prime visual identification of a brand and a product is an expression of a brand. Many times, consumers will unconsciously choose a certain brand over another in order to form her/his personal identity. *Don't be too confused, as this will be further explained throughout the semester.*

o v e r v i e w *If you are younger than 25:*
Using the **EX1_Form_25Less.INDD** file, record your brand preferences across your life at 3-year increments, beginning with 10 and ending with one's current age. The last increment might be less than a 3-year gap. For each 3-year stage, generate a list of 4 brands associated with that time of your life.

> For example, if you are 22 years old, you will have the following categories:
> - 10 years old (4 brands, 2 explanations each)
> - 13 years old (4 brands, 2 explanations each)
> - 15 years old (4 brands, 2 explanations each)
> - 18 years old (4 brands, 2 explanations each)
> - 21 years old (4 brands, 2 explanations each)
>
> Then do the 10 year increments (4 brands each, what you think they will mean to you).

If you are 25 or older, you will create another version. Please see Prof. Nikki.:
Using the **EX1_Form_25Plus.INDD** file, record your brand preferences across your life at ____-year increments, beginning with 10 and ending with one's current age. The last increment might be less than a ____-year gap. For each ____-year stage, generate a list of 4 brands associated with that time of your life.

s t e p 1 **Find clean, digital images of logos (not logos on products) for the brand**.
- You can repeat brands, but no more than 3 brands. (For example, you could put Apple, Starbucks, and Target for every 3 years if that were true.)
- Consider all aspects of your life.
- To save image:
    > To take a screen shot on a Mac, click Shift + Command + 4. Drag the icon that appears around the target image. When you deselect (stop dragging), a PNG file will appear on your desktop. I suggest retitling it so it's easier to organize.
    > To save an image from a Google search, you can pull the image to the desktop.
    > You may also select it while clicking Option. A drop-down menu will appear > select Save Image As.

s t e p 2 Open the template files provided for you on nikkiarnell.net. Do in this order:
1. Download (double-click) **EX1_Form.ZIP**.
   If you do not know where the file downloaded on the computer you are using, Search for it (magnifying glass in top right corner of your screen.)

EX1_Form

Name
▼ 📁 Document fonts
   📄 Century Gothic
▼ 📁 EX1_Form_25Less
   📄 EX1_Form_25Less.idml
   📄 EX1_Form_25Less.indd
   📄 EX1_Form_25Less.pdf
▼ 📁 EX1_Form_25Plus
   📄 EX1_Form_25Plus.idml
   📄 EX1_Form_25Plus.indd
   📄 EX1_Form_25Plus.pdf

s t e p 2 (c o n t .)

2. **Double-click the ZIP file** and it will decompress to EX1_FORM folder. Within this folder are both the 25Less and 25Plus folders, each with an INDD file, IDML file, and PDF file. A font folder is also included.
3. **Upload the fonts into your Font Book.** *Search for it if you don't know where that is.*
4. **Open the INDD file**.
   If the computer you are using warns you about the file being newer than your program (and it's not your computer to update), then use the IDML legacy file. The PDF file is just for reference.
5. File : Save As **YourLastName_EX1_Form_25Less** (or **YourLastName_EX1_Form_25Plus**).
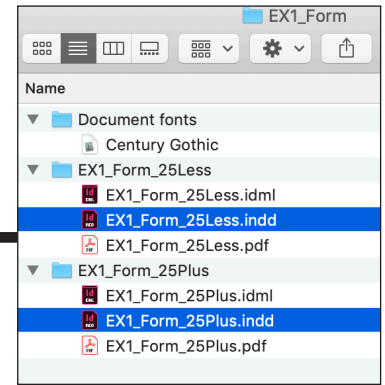
s t e p 3   For each image box, File : Place the logo and Fit Content Proportionally. If you don't recall exactly how to do these fundamental tasks on InDesign, Google them.
Also remember you can control the guides. If you don't see the image boxes, View : Extras : Show Frame Edges. If you don't see the guides, View : Grids & Guides : Show Guides.
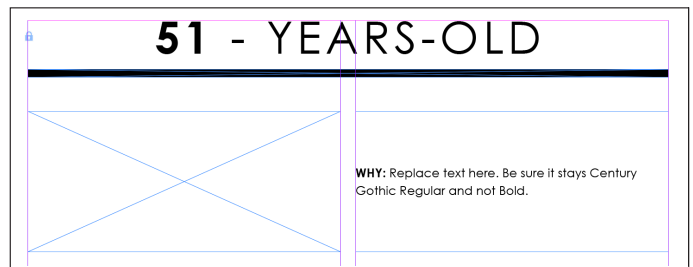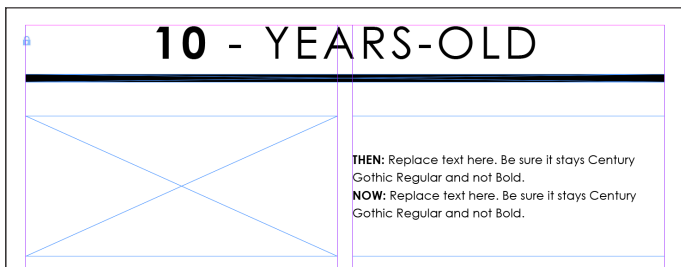
s t e p 4   *For the first 5 pages (after the title page):*
By each logo, replace the text after **THEN:** with what that brand meant to you then.
Replace the text after **NOW:** with what that brand means to you now. *1-3 sentences each.*

For the next 3 pages:
By each logo, replace the text after **WHY:** with what you think the brand will mean to you. *1-3 sentences.*

10 - YEARS-OLD

THEN: Replace text here. Be sure it stays Century Gothic Regular and not Bold.
NOW: Replace text here. Be sure it stays Century Gothic Regular and not Bold.

51 - YEARS-OLD

WHY: Replace text here. Be sure it stays Century Gothic Regular and not Bold.
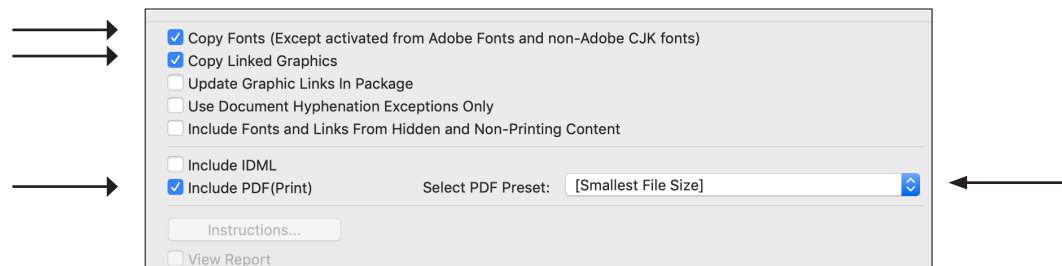
s t e p 5   Double check your work.
Edit : Spelling : Check Spelling.
Window : Links. Are all your links updated and still connected?

s t e p 6   *Remember that an InDesign file never travels alone. Those links are not embedded in the file. It's best to keep them all together and let InDesign do the work for you!*
After saving your work again, File : Package. Do as follows:

☑ Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)
☑ Copy Linked Graphics
☐ Update Graphic Links In Package
☐ Use Document Hyphenation Exceptions Only
☐ Include Fonts and Links From Hidden and Non-Printing Content

☐ Include IDML
☑ Include PDF(Print)   Select PDF Preset: [Smallest File Size]

  Instructions...
☐ View Report

s t e p   6   Check all of your work, including the file name (**YourLastName_EX1_Form_25Less** or **YourLastName_EX1_Form_25Plus**).

s t e p   7   Turn this into your shared class folder **PROJECT 1 : EXERCISE 1**. Share on Slack.

s c h e d u l e   **Mon Aug 19:** Begin Project 1 - Exercise 1.
- You should *at least* download, unzip folder, and check INDD vs. IDML needs before class on Wednesday. The more you do, the better questions you can ask on Wednesday.

Wed Jan 16:
- Answer questions about Exercise 1.
- Check all Google folders are working, all students joined Slack group, Behance pages created and shared.
- Watch *Art & Copy*.

Mon Aug 26: 8am: **Exercise 1 DUE.**
- **GOOGLE DRIVE:**
  Packaged InDesign file (with Links, Fonts, and PDF) in correct folder (see step 7).
- **SLACK:**
  Comment in Slack **art-3603_main** channel with the following:
  "**Here is my #Exercise_1.**" Then upload the **PDF file**.
- Discuss in class the following factors influencing your choices:
  > familiarity
  > aspiration
  > current usage
  > personal or family associations
  > trends
  > ???
- See if there are any brands that were constant over a long period of time.
  > Discuss what makes those brands have traction over time.
  > What inherited qualities and brand message enable brand loyalty and why?