

exercise 7 - visual word associations

objective This exercise is designed to demonstrate the visual power of word associations.

step 1 Think of a brand. Apple Computers, Whole Foods (grocery chain), Mini-Cooper (car), Nike, Coca-Cola, McDonalds, and Steinway (pianos) are all examples.

We're skipping the features in this exercise because it is Big Idea thinking of a brand and not a product. What the benefits are of this brand can also sometimes be considered how one wants to apply the identity of the brand to one's self, like choosing to wear a brand of shoes for what it says about you. Remember that the benefit is not always as rational as a feature. Because a brand is intangible, we are jumping straight to benefits.

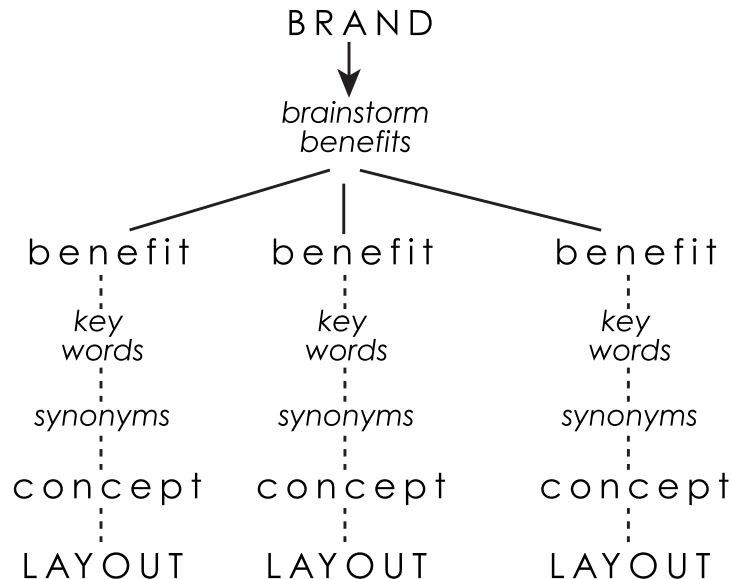
step 2 Begin by generating a benefits list of the brand.

step 3 Pick the top three benefits and find the key words associated with each.

step 4 Now go to www.visuwords.com and type in each key word. You will see a graphic clustering of words. Double-click each synonym and it will continue. You may also just use a thesaurus.

step 5 Use your three benefits and associated words to create three concepting approaches.

step 6 Generate three layouts that visually express each of the three concepts.



what is due Create a PDF of this entitled **YOUR LAST NAME_EX7.PDF**.
DUE Mon Feb 19th, beginning of class. Post it (upload file) to group FB page when directed. Read other students' work.

Print your document and staple and/or 3-hole-punch. Be sure your name is on the paper and put in your binder. **Due when 3443 binders are due, but don't forget about this!!!**