

visual identity

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand. You must meet deadlines in a linear manner, but you can adapt, move, change the details...make things perfect before everything goes out. You should be obsessing about this. You should not be able to get your mind off of the end goal. Constantly observe, absorb, question, imitate and originate. Your mind should not rest and your sketchbook/job hunt journal should be the witness.

objectives Once a logo is developed, the next steps are to place it into an identity system. The next projects will then be to develop guidelines for its usage and research a budget for paper and printing. Students will begin Visual Identity and even Visual Guidelines before logo is finalized because often the two will inform the logo's details.

Student must also consider paper type as much as the actual design. This will be part of the Budget project and the final Senior Show. To call one's self a designer and then hand somebody a business card or resumé on mediocre paper is unacceptable. Even a great design cannot hide bad paper. It all matters and will be reflected in the grade. *See syllabus for requirements. More information will be supplied in class and on Slack.*

measurements in. | in | " = inches ft. | ft | ' = feet
cm. | cm = centimeter mm. | mm = millimeter
pt. | pt = point (type) lb. | lb = pound (weight of paper)
w x h = width x height *or* l x w = length x width = *usually the same thing in 2-D*

problem A *traditional* print identity system consists of at least a letterhead, business card, and envelope.

Please note that all of the information listed must be professional. See step 1 in regards to creating this, though one can begin to design before all details are set. In other words, you may not know for sure you can buy your desired domain name, but that shouldn't stop you from creating the first designs.

business card (required) **2 in. x 3.5 in. • portrait or landscape**
You can design folding or die-cut business cards as long as the final size fits within these specs, but be aware of your budget. Also be aware of paper integrity.

>> **Information required:**

- Logo
- Personal name (if not in logo)
- Website
- Phone number
- Email address
- Socials: LinkedIn and Instagram

>> **Information optional:**

- Job title
- Street address is optional, but not encouraged.
- Other social platforms

>> **Do not include:**

- A picture of yourself. Ever.

letterhead (required) **8.5 in. w x 11 in. h***

**Other sizes are not a good idea due to laser printers, as well as how the paper fits in a normal #10 envelope.*

>> **Information required:**

Logo
Personal name (if not in logo)
Website
Socials: LinkedIn and Instagram

>> **Information optional:**

Phone number
Email address
Job title
Street address is optional, but not encouraged.
Other social platforms

>> **Do not include:**

A picture of yourself. Ever.

envelope **#10, which is 9.5 in. w x 4.125 in. h**

See <http://www.paper-papers.com/envelope-size-chart.html> for information about sizes and flap positions. If you would like to change the size to something else, you must provide me with mailing and printing information and then argue the price is worth it. Please be sure you understand how traditional mail works in this country before designing.

For this class, you must acquire envelopes (see syllabus); however, they do not need to be printed as you will likely change your address within the year. Other options are possible to help improve envelopes. like stickers, rubber stamps, or embossers, but none are \$required\$ for this class.

>> **Information required:**

Logo
Personal name (if not in logo)
Return street address or P.O. Box: *Remember that you can place your return address on the front side or the back closing flap.*

>> **Information optional:**



Job title
Website
Socials: LinkedIn and Instagram
Other social platforms

>> **Do not include:**

Phone number
Email address
A picture of yourself. Ever.

step 1 **All students must create their new professional information.** The only reason not to create a new internet presence is if you can prove you already have a significant following for a design business.

All of the following information should relate to each other. Also all students must check availability of usernames and domains before designing. Names can be taken from your own (@designerjane) or the name of your company (@awesomedesign) if it's not your name. They could even be your name in relation to your company (@janeawesomedesign).

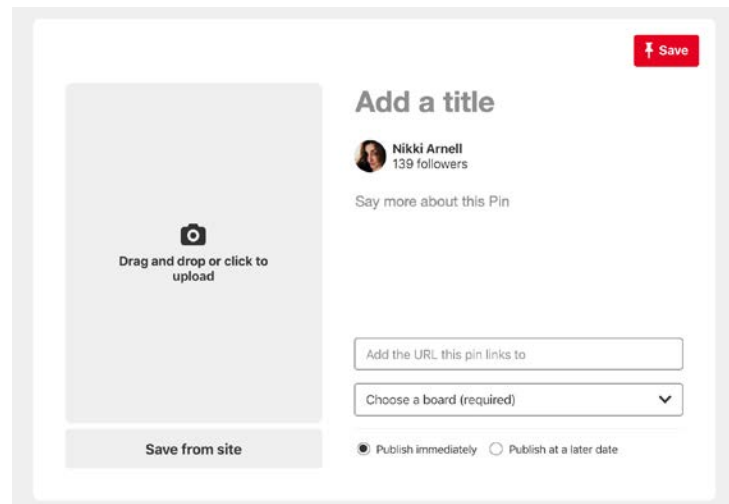
- **Website domain name** > *This research will be part of the Budget project, as you must purchase the domain name.*
- **Email address**
- @username for  **Instagram** (set up account)
- @username for  **LinkedIn** (set up account) > *LinkedIn is odd because the name of the person is sometimes more important than the @username. For example, Instagram might have a catchy username like @designerjane, while LinkedIn would be Jane Smith instead of @Jane-Smith. Often the icon is enough to signify which platform.*

step 2 **Research** what others are doing for inspiration (not to copy). Begin a Pinterest page titled **Visual Identity**.

- Not everything out there is good. Award-winning material is usually a better source of inspiration vs. some random Pin from a non-trained designer.
- You can Pin images from outside sources without installing any extra plug-ins from Pinterest. On a computer screen (vs. phone or tablet), the bottom right has a spot to Create a Pin.



After selecting, a dialog box will appear. Put the information for the image here, including which board (your new Visual Identity board).



At Least 40 Pins DUE Mon Feb 3, 11:00am. Share your Visual Identity board as a Comment in a thread to the Slack post by the professor asking for it. Review and discuss in class with **Logos Round 2** sketches.

step 3 Begin to sketch ideas for business card and letterhead, as they must relate to each other. Consider placement, orientation, color of ink, color/texture of paper, print treatments like embossing or foils (and costs for this), and how each form will be used.

What is due for **Visual Identity Round 1 sketches**:

After student has completed plenty of preliminary thinking, **refine at least 25 sets** (each set includes letterhead and business card (envelope optional); some pieces can be repeated amongst sets). **student may use computer and/or tight sketches on paper.** Color is required to consider and explain why it was or was not used.

- > **If** on the computer, student may either print all pages in color or create one multi-page PDF named **YOUR LAST NAME_VisId_RD1.PDF** and place it in **SECTION 2 : VISUAL IDENTITY** folder.

step 4 **Wed Feb 5:**

- **Visual Identity Round 1 25 sketches DUE 11:30am.** Share with class. If in computer, student may present files in front of class instead of printing. Top 10 will be picked.
Also on this day:
- Presentation and Discussion: Paper (weights, textures, coatings, colors) and Printing

Students should continue to revise the 10 Visual Identity layouts on the computer in either Illustrator or InDesign. Do sets at full-size. Also collect **paper samples to present.** Logo, Visual Guidelines, and Budget are all refined at the same time, as they all work together.

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- step 5 **Mon Feb 10:**
- **Visual Identity Round 2 DUE 11:30am.**
Create one multi-page PDF named **YOUR LAST NAME_VisId_RD2.PDF** and place it in **SECTION 2 : VISUAL IDENTITY** folder. One idea picked or revisions assigned.
 - Student must supply **paper samples research** to present with ideas. Prof. will discuss what a Dummy/Comp/Proof is and why it's important.
- step 6 **Wed Feb 12:**
- Be sure **Visual Identity** files are available to access in class. Review any revisions.
 - Begin **Cover Letter** with LECTURE.
This includes applying the letter to the letterhead from the **Visual Identity** project and discussing letter recipient(s) from **Job Hunt Journal** research.
- step 7 **Mon Feb 24:**
- Dummies of **Visual Identity** DUE > letterhead, business card, and envelope on correct paper or a color of paper that represents the correct color.
Do not mount work. Discuss.
- step 8 **Wed Feb 26:**
- **Visual Identity DUE 11am**, which includes:
 - >> Final Dummies of Identity System > letterhead, business card, and envelope on correct paper (or color that represents correct paper). Do not mount work.
 - >> Final digital artwork of Visual Identity.
 - > Check all spelling.
 - > Name the files:
 - >> **YOUR LAST NAME_BizCard_SPG20**
 - >> **YOUR LAST NAME_Letterhead_SPG20**
 - >> **YOUR LAST NAME_Envelope_SPG20**
 - > Package (if InDesign) or manually collect fonts (if Illustrator).
 - > Place these in **SECTION 2 : VISUAL IDENTITY**shared folder.

- evaluation You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - Ideas successfully conveyed per objective.
 - Awareness of typography.
 - > Kerning and Leading explored.
 - > Size of type makes sense for medium and audience.
 - Professional Information supplied
 - > Website Domain
 - > Email Address
 - > Instagram Username and Account
 - > LinkedIn Username and Account
 - Research completed as asked on time.
 - High-quality sketches Round 1 completed as asked on time.
 - High-quality work provided for Round 2 completed as asked on time.
 - Paper samples provided.
 - Final paper choices make sense with design and brand.
 - Final paper choices make sense in relation to printing.
 - All materials allow for successful usage as collateral.
 - Visual Identity complements logo and brand.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Cleanliness and Presentation
 - > All dummies show high-quality craft.
 - > All files easily load for presentation.
 - > All final files are of pre-press quality.
 - Participation in critiques.

