

## DIY: DESIGN IT YOURSELF (New or existing project)

### OBJECTIVE

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The purpose of this “design-it-yourself” assignment is to create a brand identity project to bring into the GD Portfolio course. The goal is to select a project that reflects the work you like to do and may target an industry you would like to work. This project can be a *new brand*, a *new business idea*, a *brief to a design competition*, or an *existing project* (a design idea previously started in another course, but you want to develop.)

### ASSIGNMENT #3.0: Pitch an idea

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1. **PITCH AN IDEA.** Sell the class on an idea you want to build a brand identity for.
  - Do some research and valid the project idea
  - Create a five-slide presentation of your project idea
    - Use words, images, sketches, existing touchpoints, or anything else to communicate what you would like to do for project #3
    - Identify the type of project in your presentation
      1. New brand
      2. New business idea
      3. Design competition brief
      4. Existing project
2. **Submit one PDF file.** Naming structure: LastnameFirstinitial\_DIY.pdf
3. **Be prepared to present** and defend ideas in class.

### ASSIGNMENT #3.1: Research and validate

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4. **RESEARCH.** Validate your project with research that supports the idea. Do as much research as you need to prove your idea, but not as deep as the human-centered project.
  - **Brand comparison infographic.** Who are your competitors? What do they do? What does their brand identity look like?
    - Find two companies similar to your proposed idea
    - Identify (include logos and perhaps a chart) that outlines what each of these companies do and highlight how your product/service/company will stand out
    - Create a one-page infographic of your findings
  - **Secondary research.** Find at least three quality resources that validate your idea. Cite where you found the information.
5. **BRAND STRATEGY.** Based on your research, what are your findings? Include the following:
  - Brand idea: Six-words or less description
  - Description: What is your idea? What is the purpose of the company?
  - Attributes: What are the characteristics of your brand?

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- Target market: Who are the people you are trying to get their attention?
6. **MOOD BOARD.** Based on your research, visually show images, colors (primary and secondary palette), and typefaces (no more than two) that communicate the essence and style of your brand. ALL MOOD BOARDS NEED TO BE PRODUCED IN INDESIGN with paragraph/character styles.

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### NEW PROJECT—ASSIGNMENT #3.2: Logo development

7. **LOGO CONCEPTS.** Digitally produce three different icon/logotype concepts in black/white/gray from your sketches and word map development.
- Add logos to your mood board
  - Select the most effective logo and create a color study with six+ variations
  - Select the best logo and use as your final logo on the top of your board

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### EXISTING PROJECT—ASSIGNMENT #3.2: Touchpoints development [Existing projects]

8. **TOUCHPOINTS.** What are the touchpoints that best communicate the idea for your project? Design two substantial and two “stickering” mock-ups.
- This requirement is for those who have already built out a brand identity and need additional touchpoints to develop the brand further. (Students already in GD Portfolio.)
  - NOTE: Touchpoints must be significant design applications such as a website (3 pages), social media campaign (3 pieces), etc., and not just “stickering” a logo on a mock-up image.

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### ASSIGNMENT #3.3: Final presentation

9. **Submit one PDF.** Naming: LastnameFirstinitial\_[DIY Name]\_FINAL.pdf or .key/.ppt/.slides

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### DESIGN COMPETITIONS

<https://www.thersa.org/student-design-awards/design-briefs>

[www.futurelions.com](http://www.futurelions.com)

<https://www.dandad.org/en/d-ad-new-blood-awards/>

<http://www.oneshow.org/youngones/>

<http://www.youngglory.com/>

<http://www.youngshits.com/>

<https://www.dexigner.com/design-competitions> (broad range of competitions spanning all areas of design)

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### BRAND COMPARISON INFOGRAPHIC INSPIRATION

<https://www.karecreative.com/>

<https://www.thersa.org/approach>