Individual or Group of Two

FINAL INTEGRATED PROJECT (FIP) –
Brand Mashup/Re-Brand & Marketing Campaign

This assignment is worth 30% for all courses in IDP

Assignment Overview

The goal of this Final Integrated Project (FIP) is for each student to work collaboratively (GROUPS OF TWO) or individually on a project with specifically defined deliverables. These deliverables will be based on current industry standards and will also follow an industry-standard workflow.

You are responsible for choosing your own group member if you choose to work with someone for this project.

The nature of any work within the industry requires full collaboration within teams to generate the best and most effective results for their clients. This expectation will be no less applicable to you and your group partner.

The responsibility to achieve the best 'mash-up' brand style that you can rests with your group. If you don't know something, research it! This is why you have written two research papers for MMED-3035.

Assignment Description

Each group/individual will be assigned two brands in MMED-3035.

Design an entirely new brand from 'mashing' these two brands together. The brand you create will have a set of branded/advertising/marketing deliverables. These will include the following:

1. A **fully functional responsive website with dynamic content**

2. All **promotional video content and 3D artwork/design assets**

3. A **brand document (PDF)**

4. All **original photography, artwork and graphic design assets**

5. An **infographic commercial (.mp4)**

6. A **mock-up of the packaging and package template (PDF)**

Mash-up Example;
The two brand examples will be '***Red Stripe***' and '**Tucks**'.

Your Task:
Create a marketing campaign that combines both brands into a new, branded product. Two example scenarios are presented below in the 'Assignment Examples'. Discussions will be ongoing in class throughout the term.

You may use some written content from the websites of both products (eg., *Red Stripe* and *Tucks*) to augment your website and promotional materials. Use creative writing and editing to provide a coherent brand position for your new brand redesign.

The development and delivery of this "*new brand*" will be the result of the creative output generated by your group for this assignment.

Whichever scenario you choose the end result will always be displayed on and/or as a part of a 3D bottle. Both scenarios require that you place your '*new brand*' on a bottle.

Assignment Examples (two different scenarios)

Scenario One(1)

*The beer name and label information from the first product (ex.**Red Stripe**) to be replaced by the name and text elements of your second product (ex.**Tucks**).*
*The overall style/branding will be that of 'Red Stripe' beer but will communicate '**Tucks**'.*
information.

Product #1 (Example; *Red Stripe*)

Beer Branding – Red Stripe
Beer flavours – pale lager, lager, pilsner, wheat beer, ale, dark ale, porter, stout, imperial stout, IPA, APA, lite, etc,

What to use:
- Red Stripe beer bottle(s)
- Specific style features of the brand; colour, typography, patterns, styling, gradients, style features, etc). Use your own discretion for what features to use. In the end, will someone see both brands equally in your rebranded identity for this product?

Product #2 (Example; *Tucks*)

Product Branding – Tucks
Product Sub-Brand, tagline, utility – Medicated Pads
What to use:
- The name and text/copy from brand and sub-brand of
  Tucks.
- Product (parent brand name and usage) The *Tucks* name will go on the *Red Stripe* bottle and will use all(most) the '*Red Stripe*' branding).
- Product sub brand name and text eg.) – '*Tucks*' will also be included on the bottle using the '*Red Stripe*' styling.
- Some minor style features from Product #2 (*Tucks*) can be used for your label if needed, but used sparingly as not to confuse the parent brand - 'Red Stripe'.

Product #3 (your new, final re-branded product for the FIP)

What to achieve:
- Use the name of **Product #2** (*Tucks*).
- Apply it to the unique bottle and label of **Product #1** (*Red Stripe*) using Red Stripe's branded typographic styling and associated brand identity features (fills,

strokes, bevels, textures, highlight, offsets, drop shadows, shadowing, patterns, etc).

- You should use the colour and some subtle styling from **Product #2** (*Tucks*) to apply to the labelling of **Product #1** (*Red Stripe*).
- Use what you can from the beer label text/copy from **Product #2** (*Tucks*) on the new beer label for your beer bottle. This should be placed and sized to the original beer label configuration and layout.
- You will need to use Illustrator / other applications to recreate the label of **Product #1** (*Tucks*) in the style of **Product #2** (*Red Stripe*).
- Use your discretion when trying to strike a balance between both brands in order to communicate both of them visually in your new **Product #3** brand amalgam/mash-up.

Scenario Two(2)

*The beer name and label information (ex.**Budweiser**) to be styled in the brand identity features of your second product (ex.**TheraBreath**).*
*The overall style/branding will be that of '**TheraBreath**' but will communicate '**Budweiser**' information.*

Product #1 (Example; ***Budweiser***)
Beer Branding – Budweiser
Beer flavours – pale lager, lager, pilsner, wheat beer, ale, dark ale, porter, stout, imperial stout, IPA, APA, lite, etc,

What to use:
- Bottle(s)
- The name of **Product #1** (*Budweiser*) and the label copy (volume, alcohol volume, manufacture information, ingredients, alcohol warnings, etc,).

Product #2 (Example; **TheraBreath**)
Product Branding – TheraBreath
Product Sub-Brand – Fresh Breath/Oral Rinse

What to use:
- Use the styling of **Product #2** *TheraBreath* (fills, strokes, bevels, textures, highlight, offsets, drop shadows, shadowing, paternes, etc,) to rework the **Product #1** (Budweiser) name and all other label contents (volume, alcohol volume, manufacture information, ingredients, alcohol warnings, etc,).

- **Product #2** (*TheraBreath*) will be the dominant brand style for the text element used for the new beer label.
- Use your discretion for your design choices. In the end, will someone see both brands equally in your rebranded identity for this product?

Product #3 (your new, final re-branded product for the FIP)
<u>What to achieve</u>:
- The new beer label will have a distinctive '*TheraBreath*' brand styling/appearance but will read Budweiser and contain all the original *Budweiser* label information.
- Use your discretion when striking a balance between both brands in order to communicate both of them visually in your new **Product #3** brand amalgam.
- You will need to use Illustrator (and any other applications) to recreate the label of **Product #2** (*TheraBreath - Fresh Breath/Oral Rinse*) with the name of **Product #1**(*Budweiser*).

Group Personnel

EACH GROUP MUST BE COMPRISED OF **NO MORE THAN TWO MEMBERS**.
You are welcome to work with someone from the other section. You are also welcome to work alone – the workload and project deliverables are achievable for a single person.

Your team should be comprised of members who can fulfill the following criteria for the successful completion of the FIP project:

- Time management and scheduling
- Meeting milestone deadlines and the final deliverable due date
- Creative thinkers and communicators
- 3D/Motion design artist
- Front-end web design / Development (HTML, CSS, JavaScript)
- General project management, maintenance and quality control throughout the FIP project lifespan

Each person has a responsibility to ensure that the project runs smoothly and that all deliverables are completed in their entirety and on time.

Each member of the group is required to work collaboratively on the following:
- writing HTML, CSS, JavaScript code.

- creating and/or update 3D models and/or animated features for video and website
- create layout and design work (XD, InVison, Illustrator, Photoshop, InDesign, etc,).

Have respect for the workflow process and for the efforts of your partner.

If there is an issue within a group it is **your responsibility** to manage or address any concerns as soon as they happen. You can communicate those concerns to the program coordinator (Justin Brunner) in an effort to mitigate any issues.

Assignment Requirements

Additional deliverables specific to each course will be provided on a class-by-class basis. Please attend class weekly and ask questions for greater clarity and understanding regarding the FIP.

The onus is on you and your group partner to understand what is being asked of you for this assignment. If anything is unclear do not hesitate to ask your instructor(s).

- The bottles you choose to build using 3D will have significance because their very shape, colour and style may help to reflect your brand identity features of your chosen product.
- 3D models of bottles are a required component of this assignment.
- All photographs and/or assets used for any and all visualizations **MUST** be taken by the group. - **Some allowances will be made.** *Please address any questions/concerns toward your MMED-1057 instructor for specific information pertaining to the use of stock imagery/assets for your FIP.*
- The label design(s) and label/logo design(s) for this new brand **MUST** be generated using Illustrator, as this would be the industry standard process. All Illustrator artwork **MUST** be submitted as Outlined Artwork, CMYK and saved as Legacy Illustrator versions prior to CC2018.
- Each video/animated piece submitted **MUST** be less than 100mb.
- All photography needs to be optimized and sized to the final display area it will occupy within the website, video or package design piece.

Course Specific Requirements:
Each course will have specific deliverables for this assignment. If you have any further questions, please email your instructor.

Ask questions in class!

MMED-3035: **Design and Image 2**

1. All working design files need to be submitted – .ai (saved as CC-2018 or earlier), .psd. xd (with .pdf copies). Indd (with .pdf copies). These files can be half size iterations of your full scale design files. (see video on FOL 'FIP – Working Files and Assignment Resources' for 'how to instruction' on this process.

2. Brand document (.pdf) must include:
- I. Cover Page
- II. Table of Contents
- III. Brand Characteristics (2 to 3 paragraphs)
- IV. Completed Logo Design
- V. Logo Clear Space
- VI. Logo Sizes (.25", .5", 1" and 2")
- VII. Colour Study – with brief descriptions/design rational
- VIII. Typographic Study – with brief descriptions/design rational
- IX. Brand Environment Application of your choice; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc,.)
- X. Closing/back Page

3. Package Design Template & Mock-Up Advertisement with product packaging. Flat template with die-lines, folded and finished design/labeling applied.

4. The final, working website.

MMED-1057: **Motion Design 1**

Building upon techniques taught in class throughout the semester, students will submit a final infomercial video and promotional product pictures to promote their new brand.

The final infomercial video needs to **describe/show key elements of the new brand**, making it as impactful as possible to the viewer. Use **text call-outs** to unique portions of the brand as the video plays along to keep the viewer engaged with the product. For example, a rotating bottle will not be good enough - this video needs to excite the viewer and keep their attention.

Explore different camera angles in different scenes for the video. Then cut the scenes together to tell a visual story. All 3D models and textures need to be created by you. All final video editing needs to be completed in Adobe After Effects.

The final animation must be 15 seconds in length. **No exceptions**.

Promotional Picture Reference Examples:
https://drive.google.com/drive/folders/1n3rTFQX9nzoH83SvoNUwfoAr4DsvJctL?usp=sharing

Infomercial Render Settings:
Size: 1920 pixel width x 1080 pixel height
Film Aspect ratio: 16:9
Pixel Aspect ratio: Square
Frame rate: 30 fps
Frame Range: From 0 To 450
Music: yes (stock audio or original score only)
Format: .mp4

Promotional Product Pictures:
Size: 8.5 inches wide x 11 inches high
Aspect ratio: portrait or landscape
Colour mode: cmyk
Resolution: 300 ppi/dpi
Format: .pdf

MMED-1055 : **Authoring 2**

Create some UI on the products / promotions page that can be used to load relevant information from an array. Think about interactivity, microinteractions / transactions, user experience, etc.

Your team can use a combination of advertisements or promotions and product features. Create an interactive graphic / icon for each (create at least 3) and load content onto the page when the user requests that information. Consider scalability and responsive design considerations for your graphics, and choose your format(s) accordingly.

As an example, consider a "2 for 1" promo. Create a "Click for promo details" button or graphic; clicking on that graphic should retrieve the content for that promo from an array and add or replace existing content on the page.

Alternatively, create "hot spots" on your product images and reveal exciting information about a given feature on a click. As an example, you could reveal information about the health benefits of beer-scented baby wipes using a clickable graphic overlaid on your product image.

Store the text information for each feature or promo in an array in your JavaScript file. Develop a way to retrieve that information on a user interaction (a hover, a click) and show it somewhere on the page. You can use a lightbox, a popover, a "see more" link… the UI choices are entirely up to you.

All of your JavaScript code should be your own. You are free to re-use any assets from the Authoring class files. If you would like to use a JavaScript library for animation please ask first.

LEVEL UP:

Key your promotional material to your videos. Add layovers to your video using HTML, CSS and JavaScript and load your promo content on a click.

For reference, see this link (you'll have to try a couple of the player positions) : https://dsg-baseball.surge.sh/

MMED-1056 : **Web Development 2**

Each team is responsible for designing, coding and semantically tagging a responsive HTML5 website (using Flexbox and or CSS Grid) to market their new brand. The site must be 5 pages (including a page for contact information / where they could purchase your new product).

One page scroll sites are NOT permitted.

Requirements:

- 5 Pages (Home, About, Products/Promotions, Advertisements, Contact/Purchase)
- Semantic tagging and Proper Document Outline
- Responsive design from mobile to desktop

- Valid HTML5
- Valid CSS
- Browser Compatibility
- Folder structure
- Layered working files

Projects must be submitted at the end of Week 13 (more info will be provided).

MMED-3036 : **Digital Media Theory & Project Mgmt 2**

Each team will be responsible for creating a Low Fidelity Prototype for Mid-Term and a High Fidelity Prototype for the final FIP submission using desktop and mobile designs.

- This prototype will be created in Adobe XD.
- The prototype needs to clearly demonstrate any interactivity and functionality that occurs with the final website

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Submission Contents

Each instructor will have specific submission requirements for their course.
It is very important that you do not include or omit anything from the submission of this assignment. If the following list of submission requirements is unclear, please make every effort to request and receive clarity on what you need for a successful submission for each IDP course.

MMED-3035:
Design & Image 2 ← This is the naming convention you must use for my submission folder.

The following files need to be submitted to my folder.

- The Illustrator files (outlined, legacy version no later than CC2018 .ai's) for the completed vector labels and logo(s). All Illustrator artwork must be submitted as Outlined Artwork, in CMYK and saved as outlined, Illustrator legacy versions no later than CC2018.
- Final, complete website folder (working, local website)
- PDF and working files for the mock-up of the packaging (pdf)

- PDF <u>and</u> working files for the website design (XD's, PSD's, AI's, etc,.) - Half size.
- All other working files specific to the design of your project.

  * No files for any other course should be included in the submission for Design & Image 2. (No GitHub, No Motion Design or 3D, No photography or video apart from the contents of your website images folder).

MMED-1057:
Motion Design 1

These files need to be submitted for this assignment.

- Cinema 4D and After Effects files (Do not need your video supports)
- 1 rendered infomercial video in .mp4 format
- 5 promotional product pictures in one PDF format

MMED-1055:
Authoring 2

These files need to be submitted for this assignment:

- Github repo link with a well-written Readme doc - correct folder structure and naming convention (LastName_FirstInital_ProjectName)
- Google Drive roadmap document with synopsis, dev steps, considerations etc

Please **DO NOT** submit design files or video working files - web ready assets only.

MMED-3036:
Digital Media Theory & Project Mgmt 2

These files need to be submitted for this assignment:

In the comments section of the assigned FOL's Submission dropbox, submit two shareable links (mobile and desktop) from Adobe XD for each prototype on the due date required. Also, upload your Adobe XD files to the FOL's Submission Dropbox.

MMED-1056:
Web Development 1

These files need to be submitted for this assignment.

- Link to Github repo: master branch with dev branches as required (don't delete branches).
- Secondary branches should be named appropriately IE dev.tvr.bio, dev.jb.bio
- Project Repo Contents:
  HTML pages, images folder, css folder, js folder, includes folder.
- Submit the repo link and partner names via FOL dropbox - DO NOT submit files. They will be ignored.

ONLY THE MASTER BRANCH WILL BE GRADED!
Late submissions or changes to the repo after the due date will penalized by 30%.

Submission Deadlines for the FIP

PART 1

MMED-3036 (**Digital Media Theory**), MMED-3035 (**Design**) and MMED-1057 (**Motion 1**)

Regular Dropbox:
Week 12 (Sunday, July 26, 2020) @ 5pm EST (Eastern Time Zone) UTC - 5/GMT

**Late Dropbox:
Week 12 (Sunday, July 26, 2020) @ 7pm EST (Eastern Time Zone) UTC - 5/GMT
(30% grade reduction for all FIP's submitted to this dropbox):

PART 2

MMED-1056 (**Web**) and MMED-1055 (**Authoring**)

Regular Dropbox:
Week 14 (Sunday, August 9, 2020) @ 5pm EST (Eastern Time Zone) UTC - 5/GMT

**Late Dropbox:
Week 14 (Sunday, August 9, 2020) @ 7pm EST (Eastern Time Zone) UTC - 5/GMT
(30% grade reduction for all FIP's submitted to this dropbox):

<u>Method of Submission & File Type:</u>

FIP submission naming convention: LastName_FirstName_LastName_FirstName_FIP.zip
— **no .rar files**

> ** Naming convention is a graded expectation of this assignment. Failure to adhere to the use of the proper naming convention, in any or all of your classes, will result in a reduction of grades for this assignment.*

<u>FIP File Size:</u>

The final submission **cannot exceed 400mb**.
If you just submit course specific content you can reduce your file size by following class submission requirements.

A 5% penalty will be levied against your group for every addition 50mb file size overage.

## <u>Grade Value for this assignment:</u>

1. Each group will receive one group grade for the FIP.
2. Each member of the group will receive the same grade for the FIP.
3. The total grade value will be out of 30%.
4. The grade earned for the FIP will be the same across all of your integrated IDP courses.

FIP Grade Total = 30%

Student Examples:

Example #1: Budweiser (beer) and Thera Breath (mouth freshner/rinse)
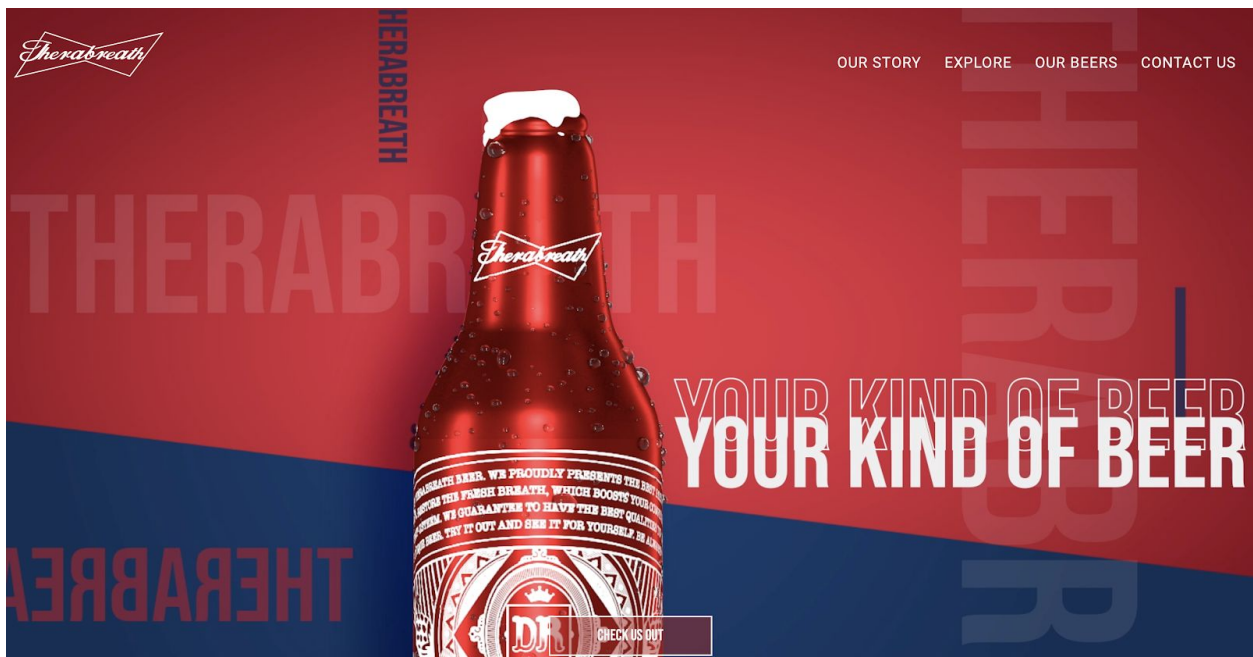
Example #2: Red Stripe (beer) and Tucks (Cooling Cleansing Pads)