

## **"Get Your ICE"**

Students will be tasked with selecting something from a list for the first assignment. What they choose will need to be heavily researched through Interaction, Conversation, and Experience. Everything on the list has a strong visual distinction; They all have characteristics worth expressing. Ultimately, somehow, they also generate emotion, either within themselves or outside. But, to fully recognize this, you have to Interact and make sense of the research you do. Then, determine a way to internalize and organize this information, so it makes more sense to you.

### **Purpose**

To understand the information you gather, you have to converse, engage and ask questions. Only through this can the meaning start to be 'in formation.' If this doesn't happen, you just have raw data; you can't really do much with it until you make sense of it. Learn how to see through questioning what you see. Build a system for how you extract information from around you through Interaction, Conversation, and Experiencing. Understand the extent to which you should go to research and understand something.

### **Final Deliverables**

5-10 slide presentation in a digital format. Compressed PDFs are preferred.

### **Due**

21/02/22 (FEB 21)

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**"List"**

Moon  
Sun  
Aurora Borealis  
Air  
Dollars

## **"Branding With Empathy"**

Students will be tasked with branding whatever they picked off the list for the final assignment. This assignment aims to create a universal brand that speaks to a range of audiences across the world. Considerations such as designing for inclusivity, accessibility standards, and language will be essential to keep in mind. Students will work together in groups in the upfront of the project to share research and develop a universal brand strategy. This process will include research and discovery, developing a single brand strategy, pulling inspiration, visual research, and sketching, followed by independently creating a logo, visual voice, and brand system that is applied to various applications primarily for digital. Finally, determine a way to package your final strategy and designs into an 8-10 slide presentation.

### **Purpose**

Work in groups and independently to create a new brand from the ground up. Understand how to use empathy as a tool for designing a brand system. Learn firsthand how to work through the entire branding process to create a comprehensive brand system that works at every touchpoint. Learn how to give and take meaningful feedback. Sell and rationalize your ideas by honing your presentation and research skills.

### **Final Deliverables**

8-10 slide presentation in a digital format. The presentation should include:

1. Brand Strategy (purpose and mission, brand values and personality)
2. New logo in all its forms (primary mark, secondary mark with tagline, and icon). Consider how the logo will work in black and white, color, and various sizes.
3. 5-6 Brand Applications at minimum. Examples: Social media channels, social graphics, website, collateral, packaging, merchandise, tote bags, etc.) I encourage you to choose items that would be useful to your brand. Compressed PDFs are preferred.

### **Due**

28/02/22