

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 will choose their **first** branded product from a box.

As part of the homework assignment in MMED-3035, you will write a research paper (#1) based on this product.

Each group will choose a **second** branded product from a box.

As part of the homework assignment in MMED-3035, you will write a research paper (#2) based on this product.

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 **PDF brand document**
4. All **original photography, artwork and graphic design assets**
5. An **infographic commercial**
6. A **mock-up of the packaging with template (print quality @ 300 dpi)**

Mash-up Example;

Your group first draws the product/brand '*Stella Artois*' from the box.

Your group then draws the product/brand '*Puma Shoes-SPEED Orbiter*' from the box.

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 throughout the term in class.

You may use some written content from the websites of both products (eg., *Stella Artois* and *Puma Shoes-SPEED Orbiter*) 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.

Assignment Examples (two scenarios)

Scenario One (1)

The beer name and label information from the first product to be replaced by the name and text elements of your second product.

Product #1 (Example; Stella Artois)

Beer Branding – Stella Artois

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

What to use:

- Stella Artois 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; Puma Shoes-SPEED Orbiter)

Product Branding – Puma

Product Sub-Brand – SPEED Orbiter

What to use:

- The name and text/copy from brand and sub-brand of Puma Shoes-SPEED Orbiter.
- Product (parent brand name and usage) The Puma name will go on the Stella bottle but use the ‘Stella Artois branding).
- Product sub brand name and text eg.) – ‘SPEED Orbiter’ will also be included on the bottle using the ‘Stella Artois’ styling.
- Some minor style features from Product #2 (Puma and SPEED Orbiter) can be used for you label if needed.

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

What to achieve:

- Use the name of **Product #2** (Puma-SPEED Orbiter).
- Apply it to the unique bottle and label of **Product #1** (Stella Artois) using Stella'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** (Puma-SPEED Orbiter) to apply to the labelling of **Product #1** (Stella Artois) **but the main styling will be that of Product #1** (Stella Artois).
- Use what you can from the beer label text/copy from **Product #2** (Puma-SPEED Orbiter) 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** (Puma-SPEED Orbiter) in the style of **Product #2** (Stella Artois).
- 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
to be styled in the brand identity features of your
second product.*

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; Kleenex® Wet Wipes)

Product Branding – Kleenex®

Product Sub-Brand – Wet Wipes

What to use:

- Use the styling of **Product #2** Kleenex® Wet Wipes (fills, strokes, bevels, textures, highlight, offsets, drop shadows, shadowing, patterns, etc.) to rework the **Product**

#1 name (Budweiser) and all other label contents (volume, alcohol volume, manufacture information, ingredients, alcohol warnings, etc.).

- **Product #2** (Kleenex® Wet Wipes) 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)

What to achieve:

- The new beer label will have a distinctive ‘Wet Wipe’ brand appearance but will read Budweiser and contain all the original Budweiser label information, styled as **Product #2** Kleenex® Wet Wipes.
 - 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 #1** (Kleenex® Wet Wipes) with the name of **Product #1**(Budweiser).
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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:

- Great 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, InVision, 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.
- 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).

2. Brand document (.pdf) to 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 rationale
- VIII. Typographic Study – with brief descriptions/design rationale
- IX. Brand Environment Application of your choice (a brand placement out in the world somewhere)
- X. Closing Page

3. Package Design Template & Mock-Up Advertisement with product packaging

4. The final, working website (**submit entire website folder to my dropbox. I WILL NOT BE accepting Github links for any part of this assignment**).

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 angles for different scenes in the video and 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.**

The project also requires 5 promotional product pictures to help set the tone for the brand design. Ideally these promo pictures will be exceptionally creative and will adhere to the brand specifications you have created for the product.

The bottle product for these pictures needs to be created using Cinema 4D. Use Adobe Photoshop and/or Adobe Illustrator to make any additional editorial enhancements to make the promo pictures really shine.

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 1**

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, creatively named (Home, About, Products/Promotions, Advertisements, Contact/Where sold)
- 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 High fidelity Prototype using desktop and mobile designs.

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

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
- PDF and working files for the mock-up of the packaging (print quality pdf)
- PDF and working files for the website design
- 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
- 1 rendered infomercial video in .mp4 format
- 5 promotional product pictures in 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_FirstInitial_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 from the Invisionapp.com **or** two shareable design review links from Adobe XD for each prototype (Desktop & Mobile) on the due date required.

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 Deadline for FIP

Regular Dropbox:

Week 14 (April 12, 2020) @ 5pm

Late Dropbox (30% grade reduction for all FIP's submitted to this dropbox):

Week 14 (April 12, 2020) @ 7pm

Method of Submission & File Type:

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.*

FIP File Size:

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.

Grade Value for this assignment:

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%