

PROJECT I:

SYNAPSE

International New Media Arts Festival

SUBMISSION REQUIREMENTS

Brand Manual (A4 Horizontal):
Content needed are stated in the additional relevant document

Motion Poster Series:
3 animated posters
(1080x1920px) that use the 25
icons as "actors" in a kinetic
sequence.

Spatial Application:
2 high-fidelity mockups (e.g., a
digital entrance archway at the
festival or a stage).

File Naming:
Name Surname Manual.pdf
Name Surname Poster 1.mp4
Name Surname Spatial 1.pdf

Format
Digital

Deadline
23.02.2026 - 10:00

EVALUATION RUBRIC

Systemic Integrity 30%
How successfully did you
translate the 25-icon lexicon into
a functional brand? Is the logic
consistent?

Aesthetic Sophistication 30%
Use of typography, the chosen
accent color, and the "texture" of
the layouts.

Kinetic Behavior 30%
Is the motion purposeful? Does
the brand "feel" like it's about
Synapses/New Media?

Technical Proficiency 10%
Quality of the PDF manual, the
smoothness of animations, and
the realism of the spatial mockups.

INSTRUCTOR'S NOTE

Because you only have 25 icons,
each one must be a "powerhouse."
Do not treat them as separate
drawings; treat them as the
modular building blocks of a 3D
environment. If Icon 05 represents
'friction,' how does that friction
look when it's 2 meters tall on a
festival wall?



THE CHALLENGE

You are commissioned to design a **Dynamic Brand Identity** for "SYNAPSE" a fictional international festival dedicated to the intersection of human biology, artificial intelligence, and digital technology.

Building on your work from Classwork 1, you will use your **25-icon lexicon** as the foundational "DNA" of the brand. This identity must be **kinetic** - it is not a single static logo, but a responsive visual system that evolves, moves, and reacts across multiple digital and physical platforms.

WHY ARE WE DOING THIS?

This project marks your entry into **systemic experience design**. By using a smaller, more refined set of 25 icons, we are focusing on:

High-Stakes Translation: Every one of your 25 icons must now work as a functional branding element (e.g., a UI button, a background pattern, or a generative logo component).

Behavioral Branding: You will define how the brand "breathes." Does it glitch? Does it flow? Does it pulse?

Contextual Scaling: You will learn how to take a minimalist icon and scale its logic up to a massive environmental graphic or down to a mobile app icon.

EXECUTION RULES

The Responsive Mark: Your logo must be "Living." It should change its state based on its context (e.g., a "Loading" state for web vs. a "Static" state for print).

Lexicon Deployment: You are forbidden from introducing new geometric symbols. You must find creative ways to rotate, scale, overlap, or animate your 25 icons to build the entire visual world of the festival.

Motion-First Logic: Design with the screen in mind. Even your print materials should look like "stills" from an animation.

Color Strategy: Strictly Black and White + one high-intensity accent color (e.g., Cyber Yellow, Electric Blue, or Neon Pink).