

# PROJECT 1: BIZARRO BRANDING

## DUE DATES

09/11.....Concepts/Sketches  
09/18.....Progress Update 1  
09/25.....Progress Update 2  
10/02.....Critique  
10/09.....Final Submission

## DESCRIPTION

This project asks you to reassign an entirely new product or service to an existing company, then re-imagine the branding for that new product or service. The new product or service should be markedly different from the existing product or service that company currently supplies. For example: Nike as a coffee house instead of an athletics and lifestyle company. You should maintain the spirit of the existing company when creating the branding for its new product or service.

The major milestones of the project are: selection of a brand, reassignment of its supplied product or service, development of a new brand position, conceptualization of new branding collateral, production, editing, and distribution. You are required to create no less than five pieces of collateral to advertise the new product or service for your brand, as well the revised branding should establish a new take on the existing tone of your company's branding. They should quickly introduce the viewer to the revised brand position and tone as a result of its new product or service.

You are encouraged to work across multiple media types when creating the new pieces of brand collateral, e.g. printed poster, 15 second commercial, product packaging, an online ad, environmental design, installations, etc.

## SUBMISSION REQUIREMENTS

You must create no less than five pieces of collateral for your brand's new product or service. Since you are free to choose the format for each piece of collateral, there are no general submission requirements to assign. It is recommended that you discuss your specific submission requirements with me prior to the submission of your work.

All source and working files, including previous versions of your final pieces, must be submitted to the MacNetwork using proper folder structure and file naming convention.

## GRADING

You will be graded on the final quality of your work, the execution of your work, and for active participation in the critique. You will be held responsible to learn the following skills by the end of the project.

- Recognition and evaluation of a brand messaging.
- Consistent messaging across multiple media types.
- Basic functions of the Adobe tool set.

*Note: Any and all questions should be addressed immediately as to maximize your working time.*