

# Project Description

## Module 2 - Message and Identity Design

**Semester:** 2nd semester

**Period:** Week 10, 11, 12

**Client:** Various bands

<a href="#"><u>Bands:</u></a>	<a href="#"><u>1</u></a>
<a href="#"><u>The assignment:</u></a>	<a href="#"><u>3</u></a>
<a href="#"><u>Important dates, deadlines and hand-ins</u></a>	<a href="#"><u>5</u></a>
<a href="#"><u>Organization:</u></a>	<a href="#"><u>9</u></a>
<a href="#"><u>Evaluation criterias and purpose</u></a>	<a href="#"><u>10</u></a>
<a href="#"><u>Literature</u></a>	<a href="#"><u>11</u></a>

### Bands:

The clients you can choose from in module 2 are different music bands representing different genres. Each band needs your help to develop and implement a visual identity, which communicates the right message for the right target audience. The purpose is to brand and market these bands so that they can get closer to achieving their dreams. The overall challenge for each band can be described as:

**“How might we better brand the band to a chosen target audience?”**

The identity must be implemented in a digital media as a functional prototype and in two other media of your own choice.

Band no 1:

Sam and the soulmates represented by the lead singer Samara

Genre being Jazz, Latin, RnB

[www.samandthesoulmates.dk](http://www.samandthesoulmates.dk)

With videos, gallery, music from soundcloud, press..

Google doc for communication with the band:

<https://docs.google.com/document/d/18N87OI4emgbDkrEygiu0AQsECQrTM79NHJLGWO83c10/e/dit?usp=sharing>

# Project Description

## Module 2 - Message and Identity Design

### Band no 2:

The Tarantino Twist Show represented by René and Søren

Genre being Surf Rock

<https://www.facebook.com/tarantinotwist16/>

Description: [https://www.facebook.com/pg/tarantinotwist16/about/?ref=page\\_internal](https://www.facebook.com/pg/tarantinotwist16/about/?ref=page_internal)

Images: [https://www.facebook.com/pg/tarantinotwist16/photos/?ref=page\\_internal](https://www.facebook.com/pg/tarantinotwist16/photos/?ref=page_internal)

Press: <https://festfinder.dk/fest/5233-the-tarantino-twist-show-festuge-headquarters>

More images: <http://eventfotografi.dk/show/>

Google doc for communication with the band:

<https://docs.google.com/document/d/11bla5h6OEass3ueA6JYqMHGdmG7HVNjkEhLrTLghStQ/edit?usp=sharing>

### Band no 3:

Summit represented by Jeppe

Genre being: progressive/harmonic rock

Their music: <https://soundcloud.com/summit-5/sets/summit-ep/s-qv8uU>

Facebook: <https://www.facebook.com/summitsbandpage?ref=ts&fref=ts>

Soundcloud (link1) - <https://soundcloud.com/summit-5/sappho>

Soundcloud (link 2) - <https://soundcloud.com/summit-5/sets/summit-ep/s-qv8uU>

Youtube - <https://www.youtube.com/channel/UCxIGjZYSmJOwI597US75Gyg>

Communication doc with the band:

<https://docs.google.com/document/d/1nushTHluEb9beNc91vqdOJRqojcvH99Fn2Cu3fPVaLU/edit#>

### Band no 4:

Rewinded represented by Mads

Genre being: live drum`n`bass

Rewinded soundcloud: <https://soundcloud.com/rewinded-2/rewinded-theme>

Rewinded live videoer: <https://www.youtube.com/channel/UCHCKkTZEQbEbgzmmolY9Aug>

Rewinded facebook fanpage: <https://www.facebook.com/REWINDED.dk/>

Communication doc with the band:

[https://docs.google.com/document/d/146AxOVWyz\\_1JWOcMNixBkF4cWW5VaJnnEpmgBAwWH8/edit#](https://docs.google.com/document/d/146AxOVWyz_1JWOcMNixBkF4cWW5VaJnnEpmgBAwWH8/edit#)

# Project Description

## Module 2 - Message and Identity Design



### Band no 5:

Pissed represented by Nina

Genre being: Street Punk

FB: <https://www.facebook.com/pissedband/>

YT: <https://www.youtube.com/channel/UCM6gg1OtJpJubh-GrbVnM5w>

Communication doc with the band:

<https://docs.google.com/document/d/1sl-N5OTP8v-Bmgaiy1rsJa61Rgd-NGByPoBS8wAunfY/edit#>

***Inspirational link for branding bands:***

<http://blog.sonicbids.com/8-ways-to-build-and-strengthen-your-bands-brand>

### The assignment:

Based on the communication plan (group) you must develop a unique visual identity (individual + group) to brand and promote your chosen band. The final visual identity (group) must be well executed considering all elements (typography, colours, imagery, tone of voice, graphical elements, logo) and must be exemplified in 3-4 relevant and suitable medias, where one must be an interactive digital solution, as a functional prototype, including motion graphics.

The goal of the project is that you show that you can manage and realize the connection between identity and design as well as the connection between message and design. Furthermore you must show that you can handle digital marketing and visual communication across platforms using central methods and tools to model, structure, and implement functionality.

You are expected to use your knowledge and skills from 1<sup>st</sup> and 2<sup>nd</sup> semester in the project. Please be aware that new methods and topics will be introduced during the module that we expect you to use. You are expected to do your best within all areas required, for instance: When you are asked to use field research, you are expected to make proper and representative interviews with the people belonging to your chosen target group, and of course also to use the data gathered to develop your products.

# Project Description

## Module 2 - Message and Identity Design

### Specification of output and hand-ins:

#### Group work:

##### **Group hand-In PM**

- Project management - a full project plan (a full project plan incl scrum board, stakeholder map, risk analysis, group contract, and a link for your logbook)
- SCRUM and Design Thinking must be used during the project, and you are expected to arrange sprints and Daily Scrum. The meetings and sprints must be documented.

##### **Group hand-in M2-1 - Communication plan**

- A Communication plan consisting of:
  - Target group selection through the STP/SMP (Segmentation, Targeting, Positioning) - incl persona based on field research
  - Purpose of communication - use SMART goals
  - Development of the message design in the form of either Value proposition, ESP (Emotional Selling Proposition) or USP (Unique Selling Proposition). Consider also how you can use SEO (Search Engine optimization).
  - Media channels - paid/owned/earned
  - A budget proposal for your chosen medias
  - Choice of promotion-mix. Customer journey must be shown. You must consider/argue for choices of digital marketing, SoMe and implement content marketing. Exemplify message design on each media.
  - Measurements for the communication effect must be considered incl. ROI (Return Of Investment).
  - Creative Brief (sum-up of the communication plan)
- The communication plan must be written as an academic report. The length of the report must be between 5-7 normal pages (12.000 - 16.800 keystrokes including space).

##### **Group hand-In M2-3 - Final delivery**

- Business Model Canvas for the concept developed for the band.
- A final visual identity communicated and documented in a design manual
- The visual identity and communication implemented in an interactive digital solution (web, webapp or other) using html, css and javascript. The source code must be handed in as a zipped file.
- Motion graphic using After Effects, implemented in one of the chosen medias.
- Mockups of the final identity implemented in minimum 2 other medias (eg. video, installation, streamers, boxes, etiquettes, flyers, SoMe or other suitable media of your own choice )
- Process documentation

# Project Description

## Module 2 - Message and Identity Design

- Presentation material
  - Posters minimum A3 format  
The posters must communicate your visual concept and the most important information from the creative brief, business canvas, customer journey and target-group.  
The visual identity must be presented clear and concise and must be shown implemented in minimum 3 medias (incl. one digital).  
Include visual material on all posters and only little but relevant text.
  - Power Point (or similar) presentation (5 minutes)
- Video (maximum 3 minutes) - where you show and explain your concept for the client.

### **Individual work:**

#### **Individual Hand-in M2-2 - Visual identity suggestion**

- Gathering insights and inspiration through a visual research
- Suggestion for a visual identity based on the communication plan, having considerations, ideas and sketches for all areas:
  - Logo, Colours, Typography, Imagery, Graphical elements, Tone of voice
- Your suggestion for the visual identity, exemplified in minimum 3 medias.
- A suggestion for a music video teaser using Motion Graphic, 30-60 seconds.
- Process documentation - A presentation of your design process showing your progression and considerations. The documentation is visual, supported with short description / argumentation for choices. It must show visual research and experiments with all elements of the visual system: imagery, typography, colour, logo, tone of voice and graphical elements. From research to ideation, initial sketches to final suggestions. Show all sketches, moodboard, inspirational material etc.  
(To be handed in individual and also with the process-documentation from the group)

## Hand-In format (Group)

Remember to hand in as a group on Fronter. If your group members are from different classes, you must upload in your class too.

You need to hand in a link for your product, where all the other hand-ins are located. More information will be provided later.

# Project Description

## Module 2 - Message and Identity Design

### Important dates, deadlines and hand-ins

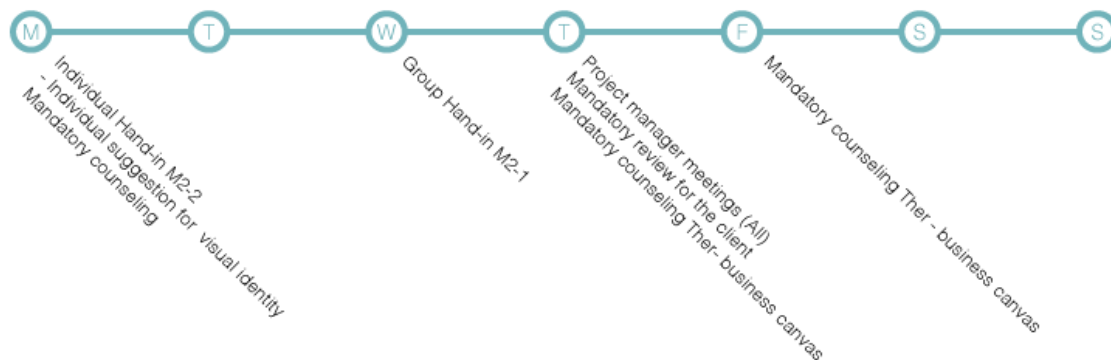
**NOTE:** There will be lectures during the weeks, they are **NOT** noted here. Check your lecture plan for days and literature. If your schedule is free, the day is intended for project work. The total workload for the project, including lessons and preparation, is planned for 37 hours per week per student.

All hand-ins are marked with red.

#### WEEK 10 (individual and group)



#### WEEK 11 (group)



#### WEEK 12 (group)



# Project Description

## Module 2 - Message and Identity Design



### **Monday 6th of March**

#### **8.15-10.00**

Introduction to the module  
Presentation of the demands for the project  
Group formation and research startup.  
Client introduction - A document for further questions for the client will be available through Google Doc listed below the bands above.

#### **10.00 -11.30**

Band-interview session: (band introduces themselves in more details - question session)

Band 1 & 2 in room A0.29 (A1.15 possible)

Band 3: Summit in room A1.09

Band 4: Rewinded in room A1.11

Band 5: Pissed in room A1.17

#### **12.15 - 15.30**

Guest lecture with Piper S McKenzie about Corporate branding and the NABC method in the auditorium A0.29.

### **Tuesday 7th of march (PM)**

**Group hand-In PM** on Fronter at 23.59

Upload of a full project plan on Fronter (a full project plan incl scrumboard, stakeholder map, risk analysis, group contract, and a link for your logbook)

### **Thursday 9th of march**

Project manager meetings in room A1.68

DK D: 8:30 - 9:30 only project managers w/msch

DK A: 10.00 - 11.00 only project managers w/kmea

DK C: 12.30 - 13:30 only project managers w/msch

Please bring your (Updated) full project plan. If PM cannot attend, have someone else from your group attend with all updated material.

### **Friday 10th of march**

# Project Description

## Module 2 - Message and Identity Design

Project manager meetings in room A1.68

INT: 10.00 - 11.00 only project managers w/kmea

DK B: 12.30 - 13:30 only project managers w/kmea

Please bring your (Updated) full project plan. If PM cannot attend, have someone else from your group attend with all updated material.

### **Monday 13th of march**

**Individual Hand-in M2-2 - Visual identity suggestion** on Fronter at 8:00

- Individual suggestion for the visual identity and the process  
See specification of output above.

**Mandatory** group counselling w/krut, jfje, vici. The purpose is to review all individual suggestions for the visual identity, and guide you to decide on a direction for the transformation into one final visual identity. You must bring all visual research and sketches done individually on typography, imagery, logo, tone of voice etc. as print / on paper.

Time schedule will be e-mailed.

### **Wednesday 15th of march (M2-1)**

**Group hand-in M2-1 - Communication plan** on Fronter at 23:59

A Communication plan (see specification of output above and as shown in classes).

Feedback is given at a group meeting with kmea and eoe the 23rd of march.

A timetable will be announced.

### **Thursday 16th of march**

Project Manager meetings

INT: 8:30 - 9:30 only project managers w/kmea in room A1.82

DK A+B: 10.00 - 11.30 only project managers w/kmea in room A1.82

DK C+D: 10.00 - 11:30 only project managers w/msch in room A1.16

Please bring your (Updated) full project plan. If PM cannot attend, have someone else from your group attend with all updated material.

**Mandatory Review (like a pitch)** for the clients between 8.15 - 15:30

You have 3 minutes to present your preliminary visual concept. Thereafter feedback from the client and maybe lecturer. How you present is up to you and depends on how far you are in the process and what you need to get feedback on. Time schedule will be announced at the latest Wednesday the 15th.



# Project Description

## Module 2 - Message and Identity Design



### **Thursday 16th - Friday 17th of march**

**Mandatory counseling:** Approval of Business Model Canvas with Ther. Please allocate time for if you need to make any corrections that day. A time schedule will be announced where you need to book a meeting with ther for approval.

### **Thursday 23rd of march**

**Mandatory counseling:** Feedback and counseling on M2-1 - communication plan w/kmea, eoe. Time schedule will be announced.

### **Friday 24th of march (M2-3)**

**Group hand-In M2-3 - Final delivery** on Fronter before 8:00  
See the output specification above.

**Presentation** (More information on time and form will follow on mail)

The presentation consists of 3-5 posters communicating your message design and visual identity, the interactive digital solution available for testing, a 5 minutes presentation from your laptop, the motion graphic and the Design manual.

The presentation must be in english, because the presentations will be across classes - just with the band you have chosen.

Evaluation will be given by lecturers and client. See evaluation criteria below.

## Organization:

The project is partly groupwork and partly individual. See specification of output above.

### Groups:

Groups must consist of 3-4 members. Note your group here: <https://goo.gl/yMI2DB>. Groups have the responsibility to keep the document updated at all times.

You may mix between the different classes, it is your own responsibility to follow the lectures accordingly. Each group must appoint a group manager and fill in a group contract. It has to be a new project manager, different from module 1.

### Project manager:

The appointed project manager (must differ from module 1 PMs) will participate in meetings with

# Project Description

## Module 2 - Message and Identity Design



lecturers frequently throughout the whole project.

Project manager meetings with Michael Sjørup (msch) and Karen Malene (kmea) will be arranged.

We will approve/discuss your project plan, the process, make a status on your projects and clear confusions. See lecture plan for a detailed plan.

Responsible for the module: Karen Malene [kmea@eal.dk](mailto:kmea@eal.dk),

Lecturers in this project:

Visualization:

Kristin [krut@eal.dk](mailto:krut@eal.dk), Jesper [jfje@eal.dk](mailto:jfje@eal.dk), Andrea [vici@eal.dk](mailto:vici@eal.dk)

Communication:

Karen Malene [kmea@eal.dk](mailto:kmea@eal.dk), Thomas [ther@eal.dk](mailto:ther@eal.dk), Erik [eo@eal.dk](mailto:eo@eal.dk)

Interaction:

Ion [ioto@eal.dk](mailto:ioto@eal.dk), Bjarne [bjsl@eal.dk](mailto:bjsl@eal.dk), Anni [anng@eal.dk](mailto:anng@eal.dk)

Business:

Karen Malene [kmea@eal.dk](mailto:kmea@eal.dk), Michael Sjørup [msch@eal.dk](mailto:msch@eal.dk)

See your lecture plan for a complete overview.

You must contact us if you are unable to participate in classes or counselling or if you have any doubt or questions about the module and its content.

Please do contact the lecturer relevant for your question.

## Evaluation criteria and purpose

Students will be able to produce communication products to targeted audiences, and be able to translate a communication plan into visual communication. The student can carry out the graphic principles in the development of a visual identity and implement the identity to moving images.

The student can develop an interactive digital solution as a functional prototype using javascript.

The student can document the design process and argue for the proposed communication products for stakeholders.

The specified output must be handed in.

The criteria are based on the learning goals following the curriculum for the programme.

# Project Description

## Module 2 - Message and Identity Design

The purpose is that the student is able to:

- Handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and the quality assurance of development projects
- Manage and realize the connection between identity and design as well as the connection between message and design
- Evaluate and apply relevant methods to idea and concept development
- Evaluate and apply aesthetic styles in relation to the field of multimedia
- Handle communication and marketing across platforms
- Handle digital marketing
- Collect and assess empirical data on target groups and user situations
- Apply main methods and tools to describe a target group in relation to multimedia tasks
- Assess and produce communication directed at selected target groups
- Assess and prepare graphical material for further digital production
- Assess and apply central methods and tools for search engine optimisation (SEO)
- Prepare and present documentation according to current practice
- Present design-related problems and solutions to stakeholders
- Acquire new knowledge, skills and competence in relation to the professions.

## Literature

See lecture plan for an overview.