

## **GRA3611 Vector Art Editing**

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### **Part I - Product Identity**

Company/ Name/ Branding  
Logo  
Tag line  
Color scheme  
Typefaces

**Graphic Identity:** a visual relationship between how a company/product would like to present itself to the public and the way in which it is perceived by consumers.

*Logotype, Symbol, Pictogram, Trademark.*

Over the next several days we will be developing your products identity.

#### **Concept Development:**

Design is essentially about communication. Graphic Designers are problem solvers. Although there may be more than one solution to a problem as a designer your job is to come up with the best possible solution

**A.** Now that you have chosen a product, you will begin to develop the product's identity. Keep in mind it will help to be able to answer the questions from the 'Design Brief' assignment (last weeks handout):

1. Who are you developing the graphic identity for?
2. What is the goal/purpose of the service/product being promoted?
3. How would the company like to be perceived in the market place?
4. Who is the competition?
5. Who is the target audience?
6. What type of image is the company hoping to promote? Corporate? Conservative? Creative? Innovative? Technical?

**B.** The next step will be to brainstorm and research. Come up with as many descriptive words that relate to your company's/ product's goals. From this list you will begin to develop your concept. The idea is to expand your creative horizon so you can come up with a solution that not only reflects your creative potential but also effectively establishes the company's visual presence. Make a list of 50 associated words.

**C.** From the list of descriptive words you come up with, begin to develop 20-30 rough sketches of possible ideas for the logo, -thumbnail sketches. All work **must** be done with pen/pencil on paper -NO COMPUTER. Sketches should be rough (not finished pieces of art), but must be clear enough to communicate your idea. Be prepared to discuss and defend your sketches in class.

Keep in mind your logo should be: re-sizable, readable at a very small size, work in color as well as in black and white.