

Assessment Item 3 Final Project: Brand Style Guide	40%	In-class concept presentations—lesson 7: April 30	2683QCA
		Submission of Brand Style Guide—lesson 12: Jun 4	Communication Design 1 Trimester 1, 2018

SUBMISSION

The final project outcomes must be published using a professional online ePortfolio. Where the outcomes are analogue, students must document them digitally, and publish professional outcomes in an online folio environment.

You are required to submit the following:

— Brand Style Guide

This includes your brand identity: a logotype/brandmark design (and variations if needed), supporting visual elements/toolkit and appropriate applications (see the last section of this brief for application examples). The style guide also demonstrates how the identity works and how it can be applied.

— Presentation to your tutorial group (5 minutes maximum)

The assignment requires you to create a brand identity and Brand Style Guide based on the brand strategy you defined in week 3 project proposal of this course. Outlines on what to include within your Brand Style Guide, as well as a suggested outline of how to approach the workload, please refer to the Brand Style Guide lectures and week 7 content on the PebblePad workbook.

CONTENTS OF YOUR BRAND STYLE GUIDE

— Your guide needs to document all of the following technical specifications:

- Introduction to the style guide and your overall brand strategy
- Concept behind your brand mark
- Minimum brand mark size (set in millimetres)
- Minimum brand mark clearance zone (set via proportional system)

Note: If you have brand mark variations (i.e. a horizontal and vertical version) you will need to detail minimum size and clearance zone for all variations included. If you are producing a changeable/dynamic brand mark system, you will also need to document how this works.

— Your guide needs to also document your visual toolkit (elements which are combined to create your brand applications). These will be dependent on your brand identity, but commonly include:

- Colour palette and specifications (set in whichever system is appropriate: CMYK, RGB, and/or Pantone PMS)
- Typefaces and typographic style/systems
- Patterns, icons, shapes, illustrations, textures, and photographic libraries
- Guidelines on how to combine and apply the above items

— Finally, your guide needs to document any branded applications that you create. For the assignment, you need to create at least one branded application from the following list. The application(s) you select will be specific to your brand identity and should be selected in collaboration with your tutor. Select from the following options:

- Corporate stationery set (business card and letterhead)
- Publication design (a booklet, brochure, or report design, with at least a cover and two internal spreads)
- Website design (non-functional, design only, minimum of four pages)
- App layout design and icon (non-functional, design only, minimum three pages/states + icon)
- Uniform design (needs to be a custom uniform design and more substantial than a logo on a black shirt)
- Signage and/or Placemaking and/or Wayfinding applications
- Vehicle livery
- Print advertising (a billboard/bus shelter and full page press ad)
- Digital advertising (include a leaderboard 728(w) x 30(h), half page 300(w) x 600(h), storyboarded if animated)
- TVC advertising (storyboard only for 30 second ad spot)
- Branded interior or exterior design
- Packaging design (all sides designed)
- Bespoke typeface (design only does not need to be functional typeface file)
- Recorded brand song or jingle
- Free choice: if you have a suitable application in mind that is not on this list, discuss with your tutor.

Criteria	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
Planning and Development (25%)	85 to 100% Project is very well considered. Process is well developed and documented.	75 to 84% Project is well considered and seeks to challenge expectations.	65 to 74% Project planning and development sits within expectations.	50 to 64% Project planning is rudimentary and underdeveloped.	0 to 49% No planning evident. Lacks depth or imagination. The work is incoherent.
Creativity and Innovation (25%)	85 to 100% Concept and execution challenges the disciplinary expectations. Inspirational.	75 to 84% Concept and execution is thoughtful and meets expectations. Project seeks to challenge conventions and meets the brief.	65 to 74% Concept and execution meets expectations. Design principles have been applied. Work sits within existing visual practice.	50 to 64% Poor application of design principles. Basic understanding of the brief.	0 to 49% No creativity or innovation evident. The work is unimaginative and lacks understanding of what is expected.
Technical Competences (25%)	85 to 100% Comprehensive and effective use of technologies and materials. Shows mastery.	75 to 84% Reasonable display of technologies and materials. Effective use and handling.	65 to 74% Adequate use of technologies and materials. Outcomes would improve with additional skill building.	50 to 64% Poor use of technologies and materials. Below expected standard.	0 to 49% Little or no evidence of technical competence. Below minimum standard.
Gestalt and Resolution (25%)	85 to 100% Highly refined outcome that demonstrates high level understanding of what is expected. Very well resolved. Highly polished presentation.	75 to 84% The work is communicative, and engaging. Strong integration of visual elements. Well presented. Meets professional expectations.	65 to 74% Resolved outcome. With more time and thoughtful execution, work could be improved upon. Acceptable presentation standard.	50 to 64% The work is confused, but demonstrates an attempt to communicate ideas. Underdeveloped overall and unprofessional presentation.	0 to 49% Unresolved outcome. Components of the work remain disparate. No integration to form a cohesive whole. Very poor presentation.