**Self-Promotion Branding Project**

Design self-promotion identity pieces or a campaign to promote yourself. The brand you create will be a brand for the promotional project for the class. The goal is to create a brand and develop an entire visual identity with extensions that you (i.e., a student) connect with.

You can experiment with diverse promotion designs such as print advertising, and object design for self-promotion purposes. You will explore design strategies covered by previous lectures, assignments, and in-class activities, to show your skills to your target audiences. Successful design communicates its message directly and powerfully through visual impact, basic design elements, interesting colors, graphics/images, and text combinations.

**CONSIDERATIONS OF VISUAL CONCEPT DEVELOPMENT**

A successful promotion will provide powerful communication and will bring you and your brands to the forefront.

**Memorable.** A clear and unique concept always makes targets remember brands (in this case YOU). Successful design also brings attention to trends so that brands stand out compared with others. Discover the most effective visual concept for each media outlet. When people forget your brand, they most likely have forgotten you.

**Timeless**. Trends come and go. Don’t follow the pack. Stand out. Trends are trends. As a brand, you want your logo to stand out all day every day. As a brand, you want to stand the test of time. Pay attention to the balance of specific elements and capture the relevant features.

**Interactive Communication.** Interactive function and aesthetical visualization bring good attention to your target consumers. Consideration of visual unity and harmony between 2d layout and 3d mockup (extension) would be an important task in idea development.

**POSSIBLE MEDIA CHANNELS OR TYPES (SUGGESTIONS)**

Choose any of these related to your concept or brand. There’s no limit.

**2D Print:** Brochure, Poster, card, other leave behind, Advertising banner, etc.

**3D:** Any 3D object or construction. Come up with one related to your concept.

**Multi-Media** Website, video any other use of social etc.

**DESIGN PROCESS**

1. Brainstorm (Week 1~) – Create a project folder with research, sketches, reference, and related items.
2. Creative Brief (Week 8~) – Develop a creative brief that outlines goals & objectives and audience.
3. Conceptualization / Logo Design (Week 11~) – Generate ideas for design concept based on your research and creative brief. Choose the best concept and create a logo design.
4. Design system / Extension (Week 12~) – Develop a basic design system for your logo and extensions that will explain your concept effectively.
5. Revision (Week 13~) – Class critiques of work will lead to final design solution.
6. Portfolio / Presentation (Week 14~) – Create your final outcome printouts(book) and website.

**REQUIREMENT / Deadlines**

200 pt Final branding packet\* (Logo, design system, color guide, 3+ extensions),

 April. 24th

50 pt Final Presentation, April 24th & 29th

50 pt Preliminary work

\*Your final brand packet should include the following basic information:

Cover page (optional)

Brand introduction (1p)

Logo (primary, secondary, negative/positive)

Color System

Typography

Design system (B/W version, logo combination, icon, etc.)

3+ Extensions (Poster – mandatory, two or more applications of your choice (e.g., mobile app, package (package design), object, etc.)

Good luck!