

Branding & Collateral: Your Island

Portfolio II: Project 3

OBJECTIVE

Develop a well-designed, fully-integrated brand for a fictional island. The island can be a dream island, a personal dystopia or just something quirky.

PROCESS

Name your island and write a Creative Brief to give your project direction. Remember creative brief?

See

Having trouble with your concept? Consider starting with a mind-map.

OUTCOME

- Identity system
- Flag (It could include the identity)
- Color scheme
- Typographic guidelines
- Map/schematic of island (Include museum names, retail establishments, restaurants, hotels, parks, street names, etc.)
- Signage (think city, park, zoo, museum, airport, signage)
- Advertisement for airports (not the airport on the island, but signage for BNA)
- Island Guide - Include the map; brief description, important information; island flower; bird, tree; insect, etc. (Can be a booklet, brochure or any print piece that you find suits your style.)
- Website (minimum of 4 pages—does not have to function. Bonus if it does!)

art 4310

PORTFOLIO II

Your name here _____

November 5 (W)

Due for Class: Ideas for Island.

In Class: Creative Brief.

Outside of Class: _____

November 10 (M)

In Class: _____ Completed

Outside of Class: _____

November 12 (W)

In Class: _____ Completed

Outside of Class: _____

November 17 (W)

In Class: _____ Completed

Outside of Class: _____

November 19 (W)

In Class: _____ Completed

Outside of Class: _____

November 24 (M)

In Class: _____ Completed

Outside of Class: _____

November 26 (W)

Happy Pre-Thanksgiving

December 1 (M)

In Class: Preliminary Critique *(All pieces printed and ready to pin-up!)* Completed

December 8 (M)

Final Due. Final Presentation 3:30pm *(Creative brief & all pieces uploaded to D2L in pdf form!)*