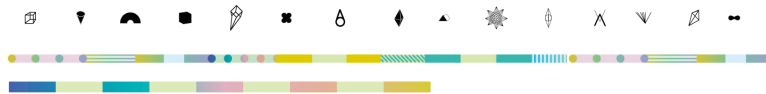


IDENTITY MATRIX // // // //



DESCRIPTION:

In this project, we will explore personal identity and brand design. What are the key elements that indicate our personal identities? How do these elements contribute to our perception of an individual's personality and what they have to offer the world? A brand is not the logo or visual identity, but how we feel about this entity. We each have personal brands no matter our situation or even whether we have a logo or mark. A personal brand is everything we do, what we wear, eat, know, what we say out loud, our body language, what we post on social media, the way our living spaces are styled, and the way our websites are designed. A logo is an element of identity. In many cases, a logo or mark is the first glance we have into a company, organization or even a persons brand. A brand is how we feel about a company, organization, or person.

You will utilize the design process to explore and create elements surrounding your personal brands. You will develop a list of observations about yourself, you will develop unique shapes, icons, Research, Typographic Experiments, Combinations as marks that represent yourself, apply these elements to a Business Card design, then you will need to present your work considering layout. I suggest considering a grid and a minimal approach to presentation.

[Carrie Video] -Identity Matrix Overview: <https://youtu.be/KSx38YjtKJc>

OBJECTIVES:

- a. Students will identify and define the term Personal Branding.
- b. Students will explore Personal Branding by making logo forms [wordmark, lettermark, symbol, badge, and other types of logos] as a vehicle to establish identity.
- c. Students will create logo designs that consider different elements.
- d. Students will consider identity systems using typography, hierarchy, and styling in these studies by creating a business card and letterhead

REVIEW:

- 1. Beginning Graphic Design: Branding & Identity <https://youtu.be/52V3SFmM>
- 2. Powerful Personal Branding, Ann Bastianelli <https://youtu.be/hcrWm0763s>
- 3. Jon Hicks -- The Icon Design Process <https://youtu.be/DGAqDx1Q>
- 4. How To Design A Modern Logo I Start To Finish <https://youtu.be/1a8lMGj0f4>

VISUAL RESEARCH:

- a. Main Pinterest Link. <https://www.pinterest.com/carriedyer/>
- b. / l o g o . design <https://www.pinterest.com/carriedyer/logo-design/>
- c. brand guidelines // // <https://www.pinterest.com/carriedyer/brand-guidelines/>
- d. >Identity< systems< <https://www.pinterest.com/carriedyer/identity-systems/>

ASSIGNMENT PROCESS:

A. LIST 15 X UNIQUE THINGS ABOUT YOURSELF.

- __1. I was a competitive swimmer for 14 years.
- __2. I am fascinated with Time & Space.
- __3. I love Rainbows.
- __4. Tornado's are scary, beautiful and dangerous.
- __5. I know silence can be strength.
- __6. I admire how people who struggle see the world differently.
- __7. I know Energy can never be destroyed.
- __8. I am a nester. I love place and it's significance.
- __9. I love nature. The calm before the storm.
- __10. Transparent surfaces are comforting.
- __11. When I look at the stars I feel at home.
- __12. I am mesmerized by space and our solar system.
- __13. Mountains absorb me. I can breathe there.
- __14. Water contains the essence of my spirit.
- __15. The lure of micro moments and macro events enchants my curiosity.

B. MAKE 15 X SHAPES IN ADOBE ILLUSTRATOR INSPIRED BY YOUR LIST OF UNIQUE THINGS.



C. RESEARCH DEVELOP SKETCHES, RESEARCH LOGO DESIGN AND PIN INSPIRATION, WATCH VIDEOS, AND REVISIT AND CONSIDER OPTIONS TO MOVE FORWARD.

- __15 x Sketches of Ideas
- __30 x Pined logos from this board
- __Watch videos
- __Revisit / Re-think / Recycle Process were needed

D. MAKE 15 X MARK/SYMBOLS MIX THE ABOVE SHAPES AND CREATE NEW IMAGES THAT CAN REPRESENT YOUR LIST OF UNIQUE THINGS.



E. 15 X TYPE EXPERIMENTS USING YOUR NAME, CREATE 15 TEXT BOXES AND EXPERIMENT WITH 15 DIFFERENT TYPEFACE LAYOUTS &/OR OPTIONS.

Carrie A. Dyer CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER

CARRIE A. DYER Carrie A. Dyer CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER

Carrie A. Dyer CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER CARRIE A. DYER

F. 15 X COMBINATIONS. COMBINE ABOVE SHAPES, ICONS, AND TYPE EXPERIMENTS TO CREATE A SERIES OF OPTIONS FOR PERSONAL BRANDING.



G. 5 X BUSINESS CARD OPTIONS. CREATE FIVE BUSINESS CARD OPTIONS FRONT AND BACK.



H. 1 X PRESENT WORK. DEVELOP A STRATEGY TO PRESENT YOUR WORK.

RUBRIC.

DIGITAL ART & DESIGN.

IDENTITY MATRIX.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR

#	Rubric Criteria	% of grade
1.	Formal Qualities. [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work?	20%
2.	> Identity Matrix / Techniques: > Presentation of Process & Solutions. ___. Student meticulously lays out process with margin spacing between each element and presents their process work using a sophisticated process. > Positive / Negative Space. > Business Cards. > Typography. > Experimentation with Type.	15%
3.	Visual Language, Experimentation, Originality & Forms. Examples include: ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.	15%
4.	Visual Presentation, Followed Submission Instructions. Examples include: ___. Did student upload their work in a thoughtful manner considering presentation as a significant element of communication? ___. Did student upload file types that are readable to multiple viewers, PDF format?	10%
5.	> Design Process + Design Thinking. Is evidence of the design process present? ___.Did student experiment with their design process during the assignment? Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See <i>Graphic Design Thinking</i> and <i>Graphic Design the New Basics</i> , by Ellen Lupton for suggestions. > Transfer of learning. [This occurs when a student applies information, strategies, and skills they have learned to a new assignment, situation, or context.] > Risk-taking. Did student take calculated risks during their process?	15%
6.	Self-Driven Critique, Peer Critique, & Studio Culture.	10%
7.	Professionalism + Positive & Critical Thinking.	5%
8.	Time Management + Required Experiments. Did student complete all required experiments?	10%
9.	Is Work Late? -20%	