

PROJECT 04

IDENTITY PACKAGE + BRAND GUIDELINES

DATE

POINT VALUE : 100

STUDENT

STRATEGY/CONCEPT — Demonstrated clear critical thinking & concept development. Displayed human-centered / user-centered ethical, compassionate reflection and engagement. Demonstrated innovation; ability to solve a problem. Demonstrated ability to create meaning through color, graphic elements and typography.	1 2 3 4 5 6 7 8 9 10
ORIGINALITY/CREATIVITY — Able to creatively engage at a higher level, move beyond comfort zone, explore multiple options with rigor and responsibility	1 2 3 4 5 6 7 8 9 10
RESEARCH, ITERATION, EXPLORATION — Able to conduct research, critically examine marketplace, iterate & push oneself to explore beyond initial instincts.	1 2 3 4 5 6 7 8 9 10
ESTABLISH BRAND ELEMENTS / GRAPHIC IDENTITY Demonstrated ability to take final logo form and extend into a layout system. Explored the expressive qualities of different type families. Developed a sensitivity for shape, proportion, weight, balance in basic layout.	1 2 3 4 5 6 7 8 9 10
DEVELOPMENT OF IDENTITY PACKAGE Developed understanding of typographic hierarchy on business card and letterhead. Included appropriate information and incorporated brand elements including graphics, typefaces, and logo mark. Examined ideas of balance, white space, tension.	1 2 3 4 5 6 7 8 9 10
FORM AS GRAPHIC SYSTEM — Established a complex brand system. Ability to create rules for use across multiple executions including establishing color palette, core brand colors logo uses. Displayed clear logical thinking and sequencing. Demonstrated a sense of visual storytelling as relates to graphic elements (photographic or illustrative).	1 2 3 4 5 6 7 8 9 10
OVERALL COMMUNICATION/EFFECTIVENESS — Demonstrated the ability to communicate intentions, strategy and techniques that results in moving the audience. Designer holds responsibility for the artifact and the political & social impact of viewers.	1 2 3 4 5 6 7 8 9 10
TECHNOLOGY/FILES/ARCHIVING — Demonstrated the ability to build the designs in a way that is demanded of the profession. Files & artwork are clearly named and organized. All files, fonts, artwork and PDF are supplied for grading. Demonstrates the need for archiving and backup.	1 2 3 4 5 6 7 8 9 10
PRESENTATION/ORAL/WRITTEN/PRINTING/DOCUMENTING — Your solutions to the project exceeded the expectations of the project's tasks. Additionally, interest, enthusiasm, and passion for design and the learning process have been displayed. Demonstrated thoughtful consideration of paper and printing technique.	1 2 3 4 5 6 7 8 9 10
PROCESS/EFFORT/ENGAGEMENT — Stayed current with daily requirements and displayed evidence of time investment. Followed flow and demonstrated process, exploration, research.	1 2 3 4 5 6 7 8 9 10
TOTAL	

97-100% = A+
93-96 = A

90-92 = A-
87-89 = B+

83-86 = B
80-82 = B-

77-79 = C+
73-76 = C