

Assignment

MPC 601: VISUAL COMMUNICATION

VISUAL IDENTITY DOCUMENT SUITES

Due: February 7

Save as: Lastname_VisualIdentitySuite.pdf (one file, please)

Deliverables: Two suites that include a logo, style guide, business card, letterhead, envelope, recommendation & rationale report

Turn In: 1) Digital copy (if you can, as one PDF file, if not all on CD); 2) Physical printed copy of each document to give to MBA students; 3) Physical printed copy of each document turned in to me

Value: 150 points total (15% of overall grade)

Description and Rationale—Rarely do designers and professional communicators develop designs without an audience and purpose. This assignment requires you to work with real business professionals who expect to launch a new company in the near future.

Assignment—For this assignment, you will work with a partner (fellow design and communications consultant) to develop an original visual identity document suite for a new business. You and your partner will be assigned to work with a group of 4 or 5 MBA students who have proposed a company to launch. Each company is in need of communication and design advice in regards to logos, slogans, and visual branding. Over a four week period, you will meet with and present ideas to the MBA students. By the completion of this project, you and your partner will present two separate visual identity document suites that each include a logo, business card, letterhead, envelope, and style guide. Together, you will create a single recommendation report that includes rationales for your design choices. A description of each deliverable follows:

Logo—After meeting with the MBA students on January 17, each of you will develop three(draft) logos that include slogan ideas; you will need to be prepared to explain your design choices to them. On January 24, the MBA students will give you feedback about what they like and do not like, and will select two of your six options that they either like as is or would like tweaked. Each of you will then design a visual identity suite based on each logo and slogan.

Style Guide—Using your logo as a foundation, each of you will create a style guide that identifies how the logo should be used, which colors are used, what sizes you use for paper and business cards, what typefaces and point sizes you use, and other design elements important for reproduction and publication.

Business Card—Keeping with the theme of your respective logos and style guides, each of you will create a two-sided business card that follows the style guide's specifications.

Letterhead and Envelope—Keeping with the theme of your respective logos and style guides, each of you will create a letterhead that follows the style guide's specifications.

Recommendation & Rationale—In a well-designed (albeit short, less than 1000 words) report, you will collaborate with your group member to write design and professional communication recommendations to your client. Discussing the two visual identity document suites, you will address the strengths of each suite, using research and support to back your recommendation. While you will turn in two entire suites to your client group, you will only turn in one report.

Scoring Standard—This assignment will be assessed on three major elements: 1) your preparedness and professionalism each week as you work with your partner and the MBA students; 2) your demonstration of design know-how in the document suites—demonstrating clear understanding of the C-R-A-P principles, Weinshenk's principles discussed to this point, document continuity throughout the suite, and the principles of typography; and 3) your explanation of your recommendations and their rationales based on design principles.