

DESIGNER, CLIENT

PROJECT BRIEFING | GD 1ST YEAR 2020/21
VISUAL STUDIES 2

Intro

Whilst Visual Studies One was themed around the self, and how to find your own voice as a Graphic Designer, this second Visual Studies module turns its attention to the idea of working for somebody else.

There are two projects within this module, the first of which you will have a real, live client.

A LOGO

A BRAND

AN IDENTITY

The Brief in a Nutshell

You will be given a name of a second year BA Graphic Designer Student. This will be your client.

It is your job to come up with a Corporate ID / Logo / Brand for your second year to promote themselves as a freelance Graphic Designer.

You will be able to find out the name of your client on the moodle list after this session.

This may well be your first time working for someone else, or you may have done lots of this already.

Over the next 5 weeks, we will talk about a process to follow to help to best identify your clients needs, work with their suggestions and deliver designs appropriate for them.

You will be guided through the process, week upon week, so please don't worry.

BREIFING



PRICING



DRAFTING



PITCHING



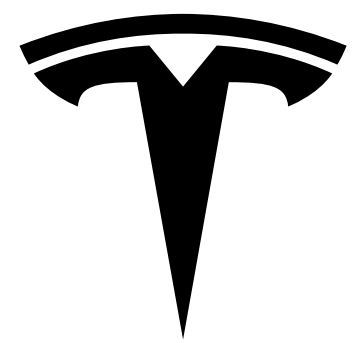
AMENDING



DELIVERING

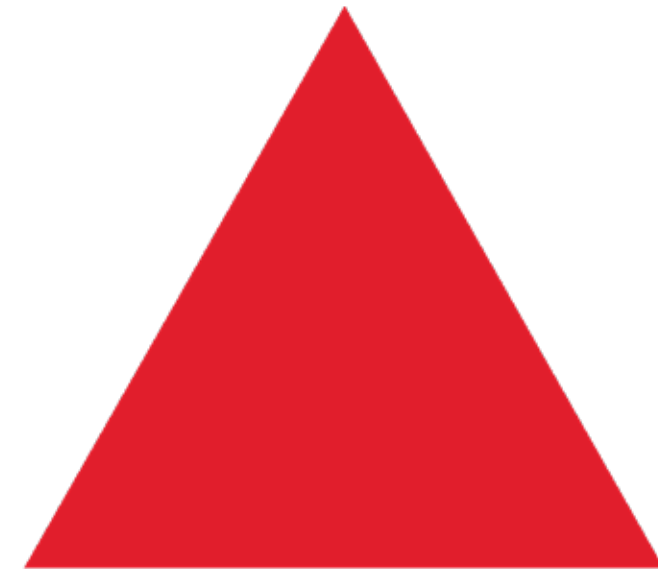


INVOICING



FIRSTLY WHAT IS A LOGO?

amazon





‘A logo is a graphic mark, or symbol used to promote public identification and recognition.’

If logos didn’t exist, there would be no way to easily indicate who you were buying from, or dealing with.

We designers make companies visual, and personify them to a level in which consumers then feel they are dealing with something real, that has a ‘face’.

Do we trust a company without a logo?

WHAT DOES A LOGO AIM TO DO?

I CAN JUST BUY A LOGO ONLINE FOR
A FIVER THOUGH RIGHT?? JOB DONE.

A GOOD LOGO SHOULD BE...

SIMPLE

Remember where logos appear.
It has to stand up at small sizes.

MEMORABLE

You may only have the audiences
attention for a split second.

TIMELESS

Its important not to rely too heavily
on current trends. A re-brand can
be like starting from zero.

APPROPRIATE

Reflect the clients area of business
& reflect their values.

VERSATILE

Logos are used in a huge range of
places and platforms. This leads
onto the 'brand'.

While a logo is a small simple mark or symbol, the brand is the bigger picture. It's how your customers 'experience' your company.

It's the taglines, adverts, signage, packaging, celebrity endorsements, sponsorship...

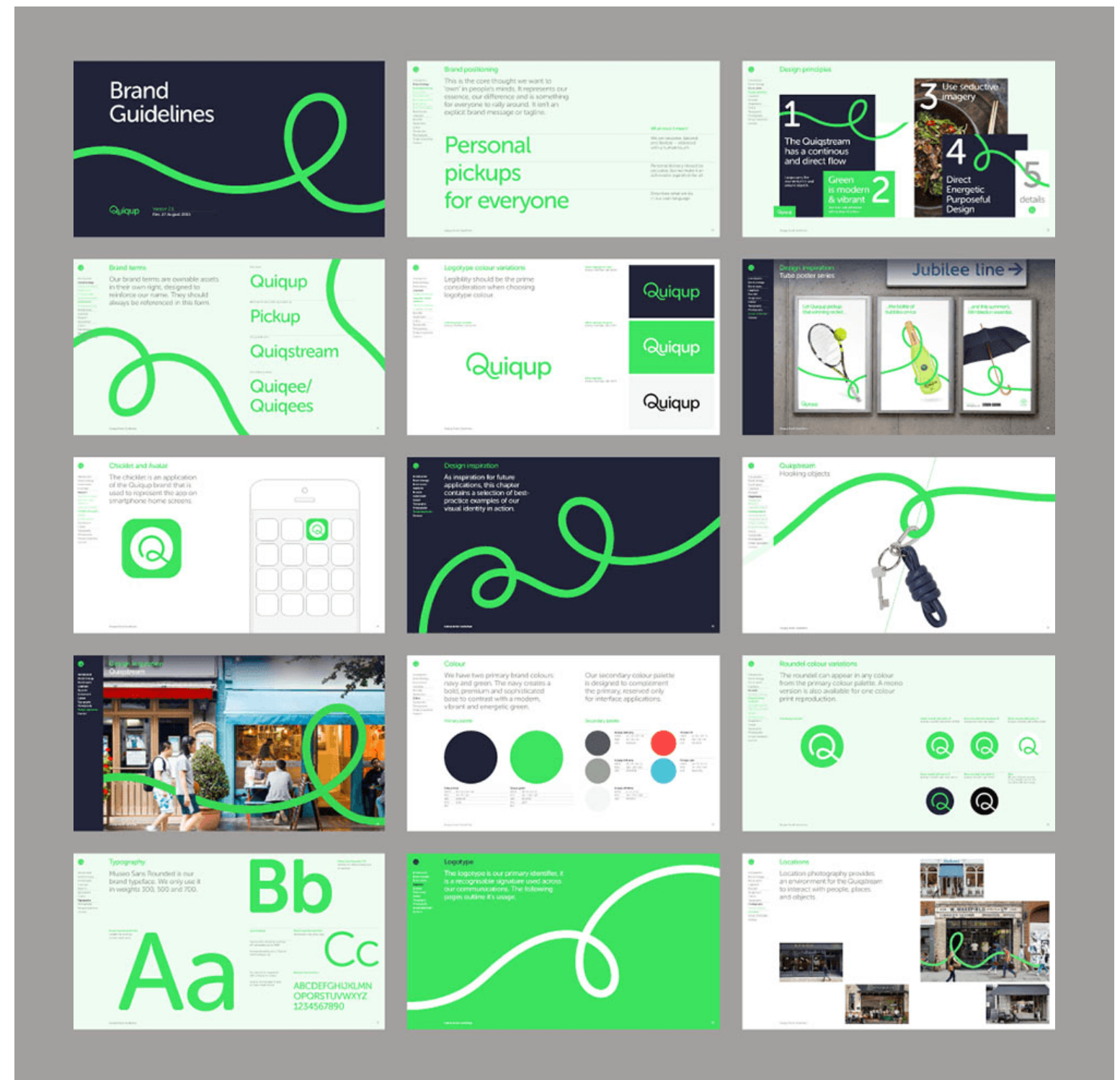
LOGOS AND BRANDS



Its not enough for a designer to design a little symbol and step back.

The brand is the bigger picture. Its not only how the logo is used, but also how the client uses colour, typography, placements, endorsements etc...

THE BRAND



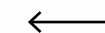
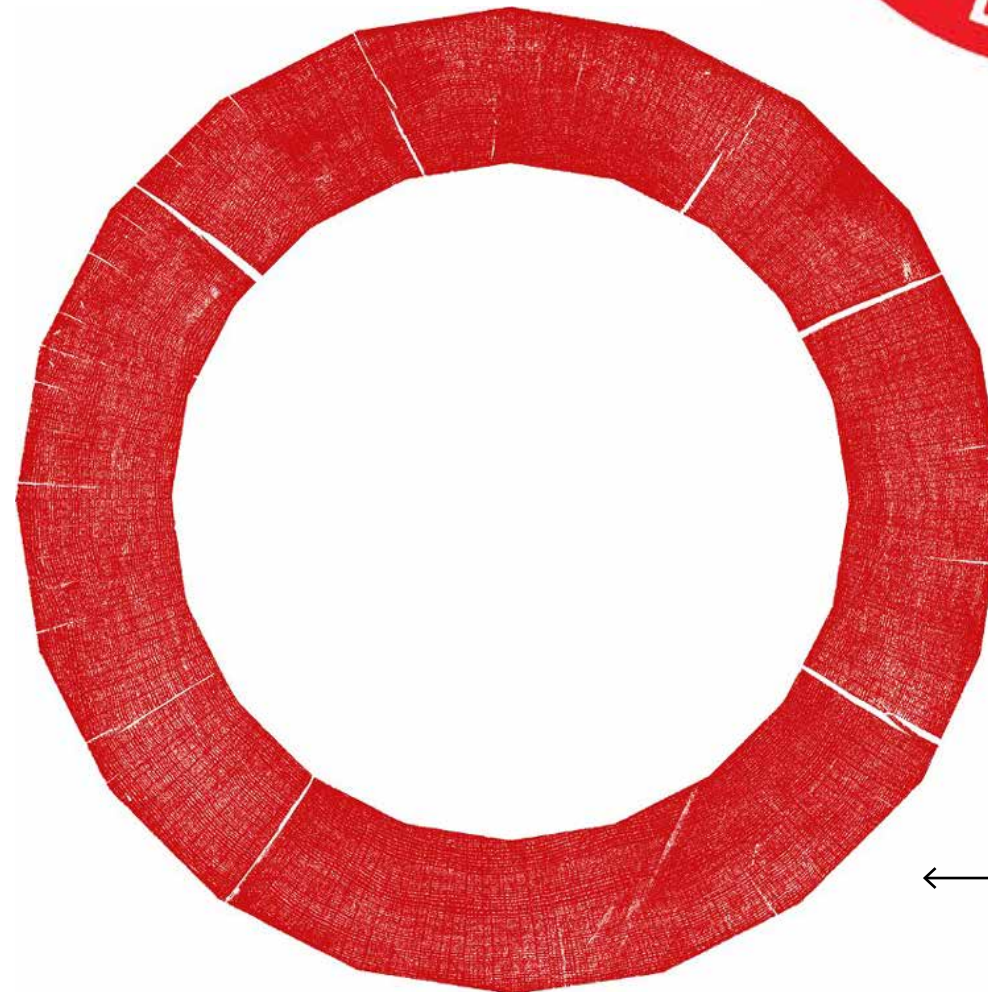
Brands in 2021 have to exist on multiple platforms. Many companies have had to update their image with this in mind.

The role of the designer in 2021 is to create a 'look' that works just as well on a billboard, as it does on an instagram story.

This example is the 2017 re-brand of the Globe Theatre.

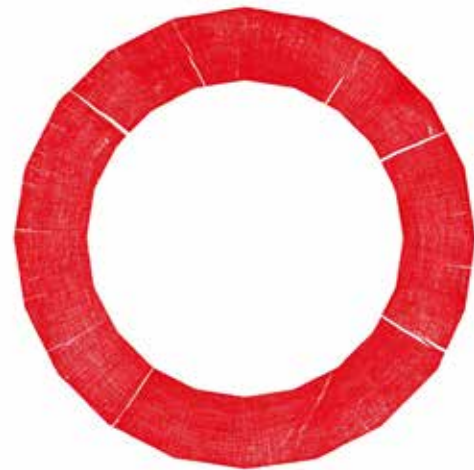
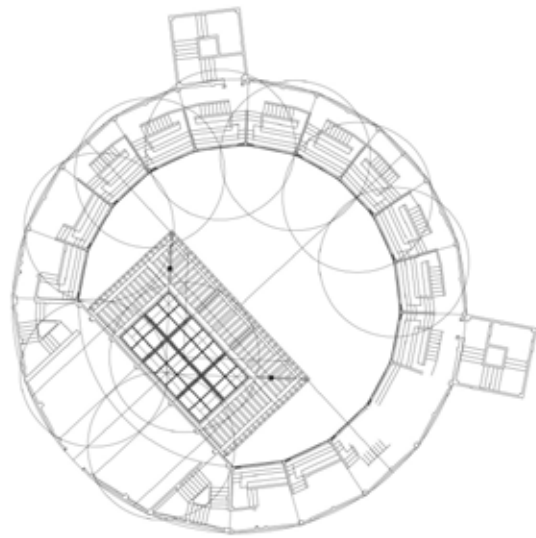
FROM LOGO TO BRAND

THIS LOGO WAS
CONSIDERED DATED
AND UNVERSATILE.



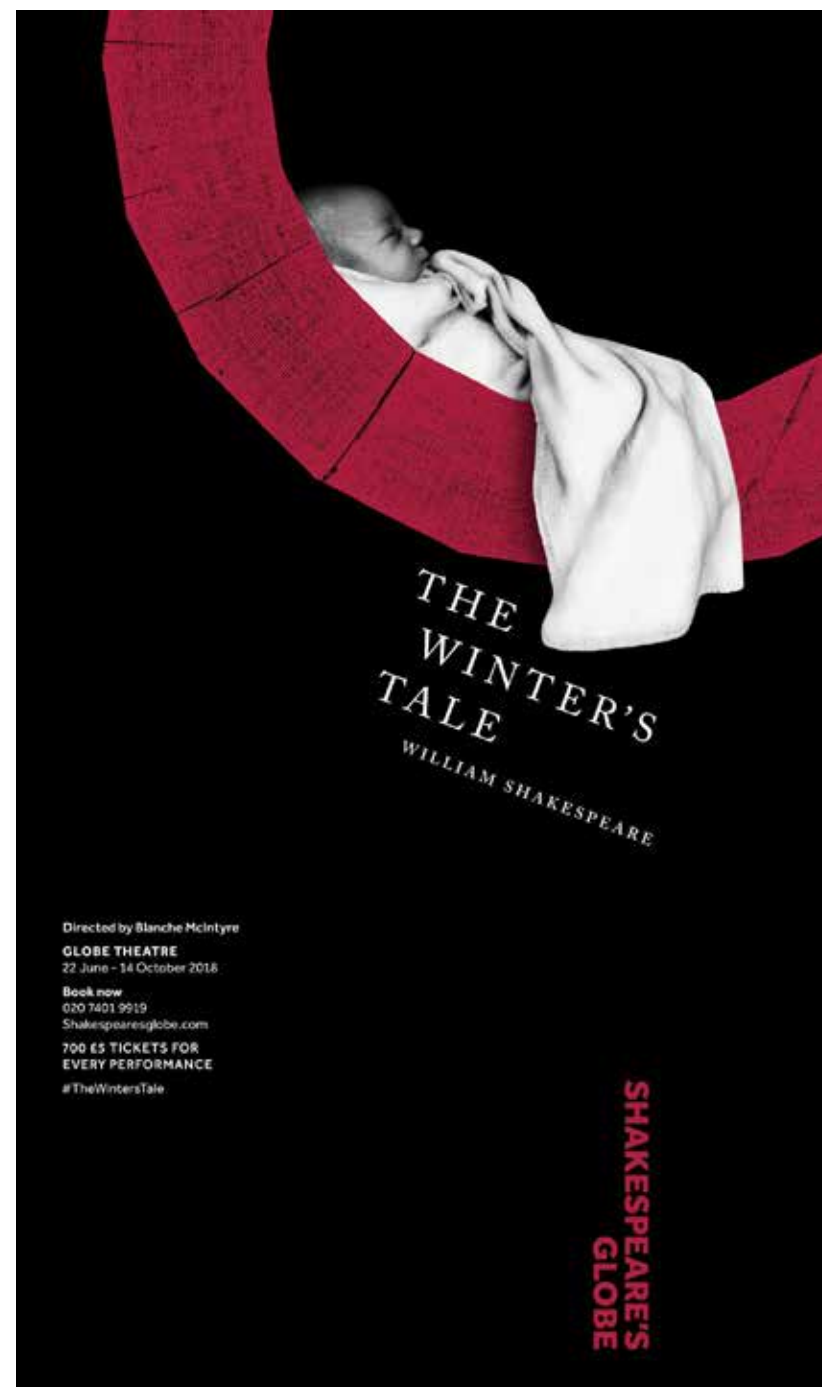
THIS IS THE ROOT
OF A MUCH WIDER
BRAND IDENTITY

THE DEVICE ITSELF
TELLS A STORY



20 Sides
The Wooden 'O'
Cut from last
original piece





Public booking
opens 29 January

Priority booking
open now. Become
a Member today.

Summer 2018

Exterior

SHAKESPEARE'S GLOBE

AS YOU
LIKE IT

GLOBE ON
TOUR

REFUGEE
WEEK

READ NOT
DEAD

SHAKESPEARE'S
TWO KING TALE

EMILIA

THE WINTER'S
TALE

THE TWO
NOBLE
KINSMEN

OTHELLO

SHAKESPEARE
& RACE

CENSORSHIP

SONNETS

AYAM

LOVE'S
LABOUR'S
LOST

HAMLET



Branding appeals to emotion. It paints a picture around a product or service, with the aim of promoting the idea that you know what you're getting.

Branding may pitch a product as 'reliable', or 'trustworthy', 'fun', 'charitable' or 'green'. More on how we use design choices to do this, next week.

Edward Bernays 'The Father of Public Relations' was a pioneer in promoting the fact that brands could appeal to emotion for sales. His work arguably gave birth to what we know to be branding today.

HISTORICAL CONTEXT



Bernays' famous 'Torches of Freedom' campaign made Lucky Strike cigarettes a symbol of feminism in the 1920s.

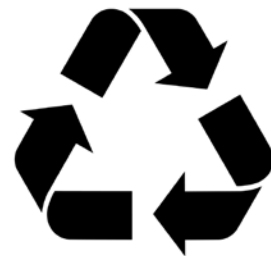
He was also the first person to realise branding could be applied to political campaigning - and used celebrity endorsements to instill 'trust' in American presidential candidates.

EDWARD BERNAYS

This concept of emotive branding can be perfectly summed up by the current 'Green Revolution'. Companies know that consumers hold environmentalism as a high priority, and it affects which products they buy.

How do we know that a company is 'green'? And what visuals tell this story?

CREATING A NARRATIVE



WHAT TYPES OF LOGO ARE THERE?

There are lots of different approaches to logo design. Some take a literal approach, some more conceptual - some use icons, and some just use type.

Here are the main 'types' of logo.

It is worth familiarising yourself with these, so that you can discuss a direction with your client in the upcoming weeks.



LOGOTYPE - LETTERMARK

Also known as a monogram logo, a lettermark logo is made of text, based on the initials of the company or brand, rather than its full name. This makes the brand easier to both remember and say.

LOGOTYPE - WORDMARK

In many ways the most simple and effective logos - casting the full company name in type. You may use a standout typeface or little quirk to make it memorable.

act:onaid

DON'T UNDERESTIMATE
WHAT CAN BE ACHIEVED
THROUGH TYPE.

The font itself can inform a wider brand identity, as well as the colour choice etc. They often don't date as badly due to their simplicity.

But they can be so powerful. Here are some examples of how designers have embedded an extra meaning into the typographic identity.



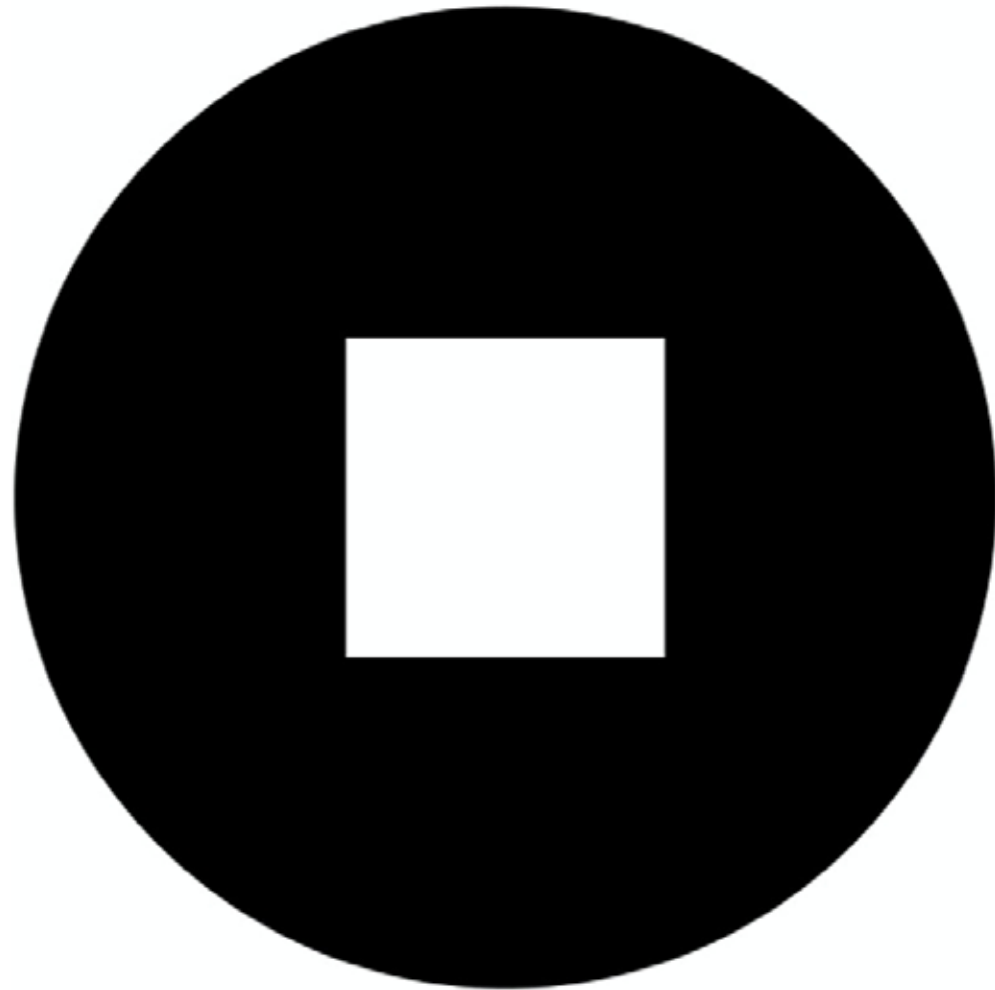
MAKER MILE

LOGOTYPE - WORDMARK

The markers mile aims to bring attention to the work of crafts people around the world.

The extension to the 'L' emphasises how the group reach out, and create a space where these crafts come to life.





BRANDMARK (ICON OR SYMBOL)

Developing a icon that becomes a representative symbol can be a really effective way of communicating what your brand is all about.

This symbol is for the mental health coalition. Based on the saying 'square peg, round hole', this symbolises the company ethos that there is no normal when it comes to mental health, and that everybody fits.

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THE MENTAL HEALTH COALITION

A collective of the most influential and respected nonprofits, businesses, and experts coming together to destigmatize mental health.



COMBINATION MARK

Using a combination of wordmark and symbol. These often have the advantage of working in multiple ways - with just the type, just the icon, or the full logo.



EMBLEM



Like a combination mark, an emblem also involves both text and symbol, but in this case the text appears inside the symbol.

Less flexible than combination marks, as their elements are typically difficult to separate out. Historically used by organisations such as schools, charities, sports teams and government agencies, and resembling a badge or seal, this style of logo can lend an air of authority and authenticity to a modern-day brand.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

There are many types of logos - and which path you go down in any given branding job, will depend on the brief you get from your client.

As mentioned, there is a design process we will go through for this project, week on week.

These are the stages of any design job when working with a client.

OUR PROJECT

Briefing

Before you can start designing anything - you will need collect together as much information as you can from your client.

Next week we will talk about the sorts of questions you will need to be asking your second year. The answers will help shape your choices.

Pricing

The next stage with any design job is to let the client know how much you are going to charge for the work.

For the purposes of this brief, it will be a hypothetical price that you will work out.

We will talk through how you value your time, and work to arrive at a fair price. You will need to keep a timesheet to track how many hours you spend on this project starting from when you engage with your client.

Drafting & Pitching

You will ofcourse then start designing. Depending on what your client has asked you to do, you may need to draft up one idea or several.

You will then pitch them back to your client to see what they think.

Due to the current situation, these client meetings will have to take place online via teams - but you can share your screen and talk them through what you have done.

Amending & Delivering

Your client may well ask for changes or adjustments to be made with your designs. How many times this happen may well be set out in your brief.

You will then deliver the work via digital files to your client for 'sign off'.

Invoicing

Once the design work is complete we will go through the process of invoicing your client.

Your client will be keeping track of how you perform on this task, and be writing a short report on how it went.

More on this next week.

Work Required For Designer / Client

A Logo for your client

&

The wider 'brand' demonstrated on a Business Card,
Letterhead & Compliments Slip for your Client.

These items are often collectively referred to
as the 'corporate identity' set.

TODAY

FIND OUT WHO YOUR CLIENT IS.

START YOUR OWN VISUAL RESEARCH INTO
LOGO DESIGN & CORPORATE IDENTITY.

This will help you next week when we start talking about
how you set out the brief with your client.