IXD 103 - LECTURE NOTES

Week four

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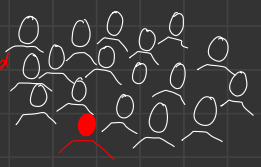
SEMESTER TWO - #103

VISUAL IDENTITY

visual identity

Being Unique..

- Distinguish one's product from the rest, by defining yourself with a single unparralled trait that sums you up in as few words as possible and makes you special



  - trying to make an organisation look desirable
  - what is it thats different about me?
  - why should someone hire me?

- My personal brand can set me apart from somebody else
  - determines where I'm best placed
  - who I want to work with will find me through my brand.
  - determining target market.
  - makes me a unique prospect

BRAND IMAGE

- How people pecieve me
- want to establish what I stand for and what I'm interested in.

} in turn I want my customer basis to agree, but if they don't, I adjust.

If it stops working you redesign

Kinds of identification

- Uniqueness ☆
- Value ☆
- Holding Power
- Description
- Association
- Tone of voice
- Graphic excellence (quality) ☆
- Reputation
- Discretion
- Repetition (& recognition)

☆ my chosen forms of identification ☆

Design Programme

When a trademark is used to identify an organisation it works together with other graphic elements in a design programme, each part
of the plan for a visual identity. Through this a company can inform people who it is, how it is, or how it wants to be seen. – Brand Values

The design programme includes, first and foremost some basic elements:

- Name Mark The company's name written in a special way
- Symbol A picture mark or a decorative abbreviation
- Colours Selected colour(s)
- Type Selected typeface(s)
- Fifth element An extra, decorative element

Brand image is what we think of it, but a Brand Value is what it thinks of itself

forms a conversation which it can adjust.

☆ A Brand doesn't just get designed and then it stops.

☆ mature through your behaviour and by adjusting it to new
- trends
- ideas
- competition
- people.

continually refine your brand ALL THE TIME

Pictorial & Abstract

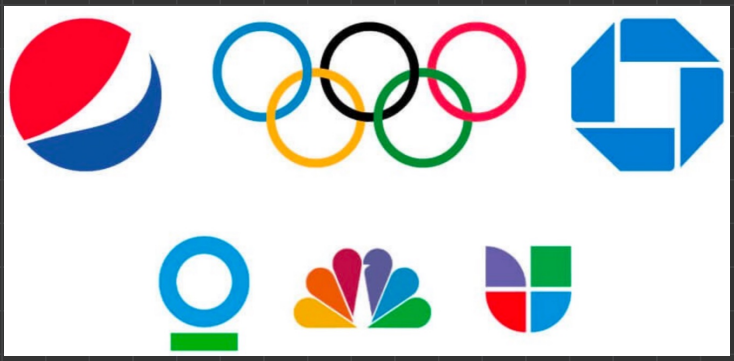
Pictorial marks are non-abstract and iconic in nature. They depict a stylized version of something—anything, really: a fruit (like the Apple logo), a mythical being (like the Starbucks mermaid), an animal (like the Twitter bird), or giant piece of aircraft that happens to be smiling (like the Jetlines logo).

Some pictorial marks depict something about the industry the brand is in, but most don't—overly literal depictions are more likely to be forgotten and are more difficult to "own".

A pictorial logo may be preferable when your brand name is a bit abstract or open to interpretation. Pictorial marks can also be really effective if your brand name lends itself to a specific image: Apple and Jaguar are good examples of this. Their symbols are essentially visual short-hands for their brand names, making both the symbols and brand names immediately memorable.

Abstract marks are, well... abstract. They usually consist of very simple geometric shapes: circles, rectangles, triangles, and so on.

Abstract marks, on the other hand, lend themselves to brand names that are more descriptive because their logo just needs to be recognizable, whereas their name explains what they're all about.

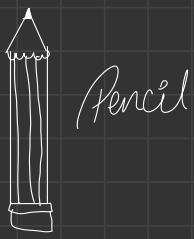


Combination Marks

Combination marks are exactly what you think they are: a wordmark, combined with either a lettermark or a symbol.
These are versatile and can use the symbol or the wordmark in isolation as well.

Pictorial Superiority Effect

Humans process visual information 60,000 × faster than words.
In our minds we have to convert the words into mental images.
Don't overlook the power of pictures in the mind- mapping process.



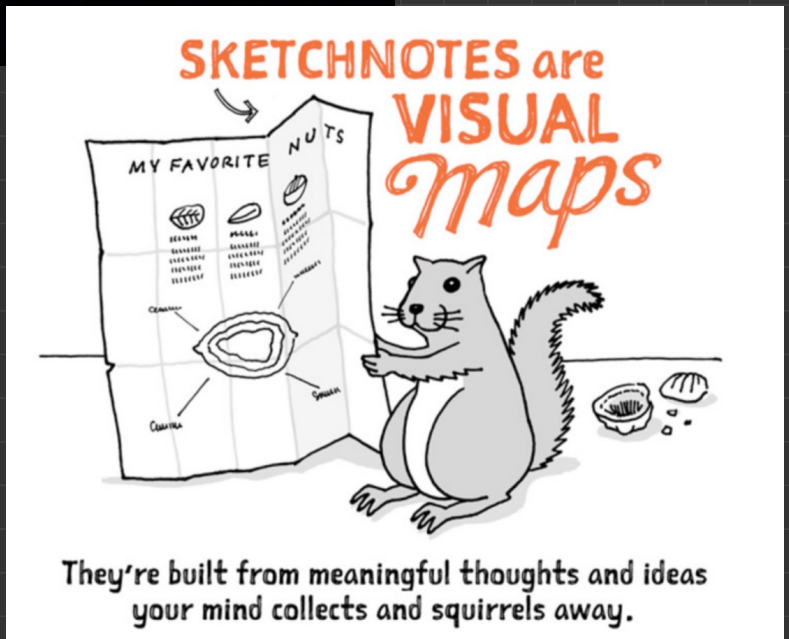
SKETCHING

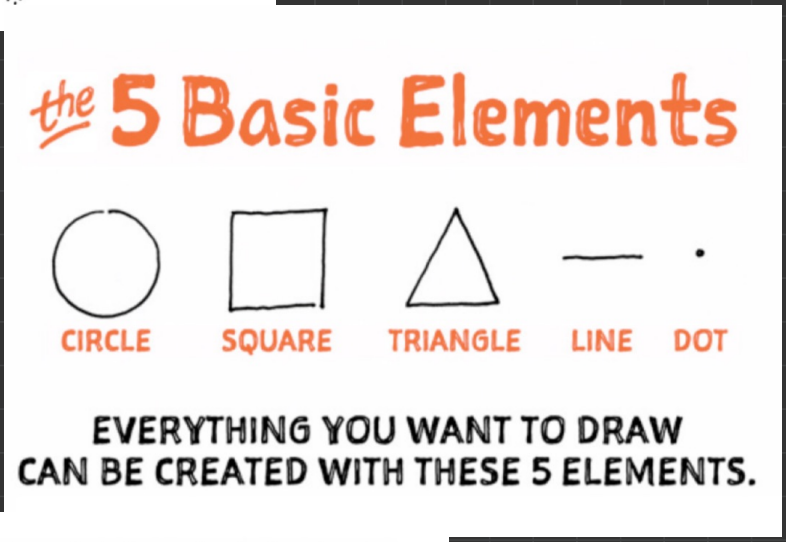
"Sketchbooks are not about being a good artist, they're about being a good thinker."

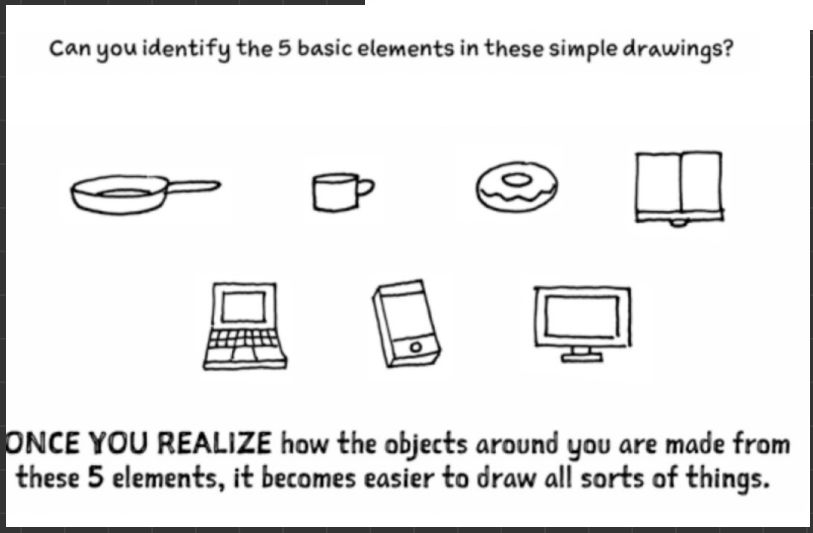
"Fidelity doesn't matter as long as I can convey my ideas to others or to my future self."

– Jason Santa Maria

notetaking and mindmapping using sketches







- all about conveying the information
  - simpler the message the easier to convey
- keep sketchbook with you all the time
  - your brain put down on paper

PUTTING IT TOGETHER

- Mindmap (revisit week one)
  - word associations – all starts with the words
  - → Develop sketches
    - → Refine
      - → FINISH PRODUCT