

Corporate Identity Project Three

Brand Resurrection/Symbol

An investment company has purchased the name and the assets of a defunct Canadian airline. They plan to turn the company into a price-conscious regional carrier with an emphasis on service and reliability. The airline needs a new symbol that will convey a sense to consumers of a modern and efficient airline. The investors understand that the public has grown weary of the costs and practicalities of contemporary travel and want a mark that will convey fun, adventure and aviation within a contemporary context. They will be opening routes into regional US airports, such as Oshkosh, WI, and want a symbol that has broad appeal.

Symbols can be broken down into two categories: abstract symbols are simple or complex rearrangements, alterations, or distortions of the representation of natural appearance (International Paper, CBS, Shell). Non-representational or nonobjective symbols are purely invented and not derived from anything visually perceived. They do not relate to any object in nature and do not literally represent a person, place, or thing (Chase, Deutsche Bank).

Process

1. Research the subject to inform your design

- Consult the link on the class homepage to find an airline to "make over"
- Look up the airline's history, word definitions, analyze past symbols
- Brainstorm: consider word associations, imagery, lists and spider diagrams
- Consider your information sources. Draw, take pictures, scan found objects
- Create style boards (also called a visual audit/ mood board) as a way of exploring all aspects of the assignment and also as a means of presenting your research to the client
- Make sure to annotate your research! What are the connections?
- Look at examples of Symbols

2. Develop the mark through the process of editing and revision

- Consider the relationship between the name and the image. How is the content of the identity presented through the abstract formal relationships in the symbol?
- What is the message of your mark? Is it a play on the name? Does it explore the industry? Does the mark explore historical, cultural or natural ideas? Does it promote an abstract ideal?
- Consider the abstract and formal relationships of the elements
- Look at all of the possible sources of inspiration and content for your symbol. Many marks abstract typographic forms or images or combine geometric structures

3. Give your client options

- Work simultaneously on several strong concepts
- Mark variations should be distinct from each other. Explore different themes, content, analogies in your solutions
- Avoid making only subtle variations
- Experiment with the presentation of your mark in context. Focus on the tail area of the plane but also consider the relationship of color and graphics on the fuselage



Final Presentation

1. Your final presentation will present the mark to the client and will demonstrate its effectiveness in various contexts:

- Present the mark on a 16x20" black mat board with cover flap. Board must provide the following:
 - A full-scale, color version of the mark that is 7x7"
 - 2 mock-ups of the mark in the following contexts: boeing 737; boarding pass
 - Logotypes for the airline should be created and included in final submission but make sure that symbol can function independently.
- Boards must have a label on the back with your name, project number and course number
- Mock-up templates can be found on the class homepage: [edwinjager.net>teaching>437](http://edwinjager.net/teaching/437)



Schedule

- Mar 5 Introduction of Project Three.
Homework: Research your subject.
Brainstorm.
50 thumbnails of Symbol concepts.
Create Style/Concept boards
- Mar 7 **Due Today:** Sketches, research, style boards. Individual Critiques. Work Day.
Homework: Two Unique Symbol Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale.
- Mar 12 **Due Today:** Two Unique Symbol Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale. Be prepared to show style/concept boards, sketches and research.
Homework: Revised Symbol concept and two mock-ups: airplane; boarding pass. Print out all items in color for group critique.
- Mar 14 **Due Today:** One Revised Symbol and two mock-ups. For each item, make a version with the symbol only and a version that has the symbol with a logotype. Initial display will be of the symbol only.
- Mar 19/21 Spring Break
- Mar 26 Work Day.
Homework: Final Revised Symbol and mock-ups.
- Mar 28 **Due Today:** Client Presentation
Board of complete Symbol and mock-ups for critique.
Submit Workbooks for Grading

