

## Visual Identity and Branding 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

- 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. 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

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| Mar 11    | Introduction of Project Three.<br><b>Homework:</b> Research your subject.<br>Brainstorm.<br>50 thumbnails of Symbol concepts.<br>Create Style/Concept boards   |
| Mar 13    | <b>Due Today:</b> Sketches, research, style boards. Individual Critiques. Work Day.<br><b>Homework:</b> Two Unique Symbol Concepts. Print each concept in black and white for group critique. Print at 100%, 50%, 25% scale.   |
| Mar 18    | <b>Due Today:</b> 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.<br><b>Homework:</b> Revised Symbol concept and two mock-ups: airplane; boarding pass. Print out all items in color for group critique. |
| Mar 20    | <b>Due Today:</b> 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 25/27 | Spring Break   |
| Apr 1     | Work Day.<br><b>Homework:</b> Final Revised Symbol and mock-ups.   |
| Apr 3     | <b>Due Today:</b> Client Presentation<br>Board of complete Symbol and mock-ups for critique.<br>Submit Workbooks for Grading   |

