

Spring 2025

Instructor

Jesse Walker
jwalker@wfu.edu

ART 110B

Project 03

Brand Genesis

Overview

A new beverage start-up has asked you to help them launch their products by developing a new brand identity and an initial set of designs for their flagship products. They haven't settled on a name and are looking for help generating a brand concept that extends well across mediums.

The products' packaging need to appear related to one another but also clearly distinguishable at retail.

Project 03

Description

Develop a brand logotype and flagship product packages for a beverage company. Final designs should show an understanding of information hierarchy and branding systems.

Things to consider:

- You'll be responsible for determining which applications best suit your desired outcomes, including how you research and ideate.
- Combine vector and raster graphics to achieve your goals.
- Consider our lessons on "What makes a logo successful."
- Information hierarchy is key in retail settings. Be sure to consider your solutions not just as a designer, but also as a consumer.
- Deploy everything you've learned thus far to make your designs as arresting as possible (element and principles / color / space / harmony / etc.)
- As you work, consciously think about design decisions as you make them. You'll be asked to expound upon these choices and your rationale come critique time!

Timing

18
MAR

Kick-off

20
MAR

Review Ideation / Finalize Concept

25
MAR

Review Research / Begin Roughs

27
MAR

Review Progress

01
APR

Review Progress

03
APR

Review Progress / Project Mid-point

08
APR

No Class / Work Independently

10
APR

No Class / Work Independently

15
APR

Review Progress

17
APR

Review Progress / Finalization

22
APR

Presentations / Critique

24
APR

Presentations / Critique

Project 03

Deliverables

- **File Format:**

- [1] 1920 x 1080px PDF of final brand mark(s)
- [1] 1920 x 1080px PDF of packaging set
 - Includes: 3 individual can designs
- [1] 1920 x 1080px PDF of brand guide
 - 1-2 pgs

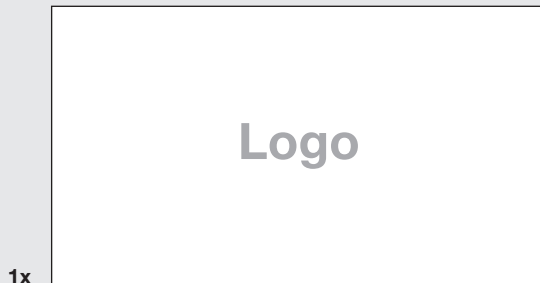
High Quality Print

- **Color Mode:**

RGB

- **Software:**

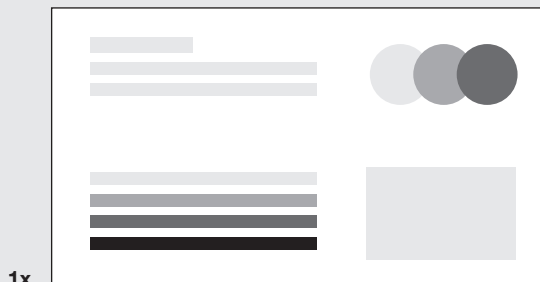
Open



1920 x 1080px



1920 x 1080px



1920 x 1080px

- **File Name:**

Last_First_P03 Logo
Last_First_P03 Package
Last_First_P03 Guide

Why Are We Doing This?

- This project will help you learn to craft and implement logotypes, as well as extend a brand identity across multiple formats.
- This project should also help you think about information hierarchy and how messages are presented to an audience.
- This project will combine the use of all applications and processes you've learned to this point.
- This project will continue to strengthen your understanding of how to use design principles in a thoughtful way.

Grading Criteria

Discovery:

The quality and comprehensiveness of your research. Does your process lay out a vision for your brand? Does it guide how you chose to develop your work?

Definition:

Does your finished project fulfill the brief? Is your concept rich enough to extend across multiple mediums? Is it unique and ownable? Is it compelling?

Design:

Are your designs successful? Do they use the elements and principles of design in unique and novel ways? How technically sound is your work? How engaging and memorable is your design? Do you packages show clear hierarchy and brand consistency?

Delivery:

Did you follow the brief's specifications? Was your work submitted on time and in the appropriate format?

Incorporation of in-progress feedback as well as completion of all milestones will be taken into account as well.