

PROJECT FOUR / IDENTITY SYSTEM + KIT OF PARTS

Drawing on the skills you used to design your currency system, your next assignment is to design an identity system for a festival or cultural institution of your choice. Not limited to just logo design, your system will include a “kit of parts”; i.e., multiple design elements that can be used alone or in tandem to reinforce your organization’s identity. It will be helpful to re-read the articles I posted on rhetoric for this assignment.

Providing, meaning to a mass of unrelated needs, ideas, words and pictures – it is the designer’s job to select and fit this material together and make it interesting.” - Paul Rand

Below are good resources: The Walker Art Museum in Minneapolis.
<http://design.walkerart.org/detail.wac?id=2090&title=projects>

Identity Works
<http://identityworks.com/>

Brand New
<http://www.underconsideration.com/brandnew/>

REQUIREMENTS

- 1 Your set of parts must contain typography, a color palette, and a combination of contrasting patterns/design elements and/or imagery.
- 2 Your set of parts is not required to incorporate a logo mark, although it can if you wish. Elegant logotypes are sufficient.

OBJECTIVES

- 1 To design a comprehensive identity system.
- 2 To gain experience pairing graphical elements with stylized images + typography.
- 3 To explore rhetorical devices in creating a visual identity system.

APRIL

wk_1

3.30
Project 04 assigned.

wk_2

4.6
Organization chosen.
Begin kit of parts conceptualization.

wk_3

4.13
In-class work session.
Three directions presented by end of class.
Final direction chosen with help of peers. Initial sketches begun.

4.20
Work session.
Final kit of parts due.

po4 due.

Project 04a assigned.