

Event

OBJECTIVE

Select, name, and create a brand identity for an “event” from any industry. The brand identity will consist of a mood board, logo, and touchpoints (to be determined). The identity design needs to express the *essence, mood, and style* of the brand.

WEEK 1 ASSIGNMENT: Mood Board

- **Develop a MOOD BOARD. List items in the following order:**
 - [Logotype of your event]
 - [Creative brief content]
 - *Description* (two to three short sentences)
 - *Target Audience*
 - *Attributes* (five to seven characteristics)
 - Images
 - Select several images to communicate the *type of event* and *image style* of the brand identity
 - Colors
 - Select two primary colors (main colors)
 - Select four to six secondary colors (colors that support the main colors)
 - Typefaces
 - Select one primary and one secondary typeface
 - Create a logotype for your event (typeface does not have to be one of them on your mood board)
- **Specifications**
 - Size: 8.5” W x 20” H. (increase the height of the board, as needed, to fit elements)
 - Program: InDesign
 - Submission format: PDF
 - Naming: LastNameFirstInitial_[Event Name]_Final].pdf

WEEK 2 ASSIGNMENT: Logo

1. **Improve on the MOOD BOARD**
2. **Develop a LOGO**
 - **Sketch logo thumbnails.** In your sketchbook or digital pad, create a mind map(s) and at least ten pages of VARIED thumbnail directions for an icon design
 - **TIP:** Develop sketches over three sittings or more at 15-30 minutes each
 - **Produce three logo concepts.** Select three DIFFERENT ideas and produce them as vector files (Adobe Illustrator) in black/white/gray tones (NO COLOR)
 - Add logos to the bottom of your board

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- **Produce a color study.** Select the most effective logo and add a logotype.
 - Add a color study of six variations under the one-color (b/w options on your board)
 - Select the most effective logo (icon and logotype) in color and add it to the top of your element board in place of the logotype
- **SUBMIT:** Combine all sketches in one PDF file and upload to Classroom along with your revised mood board.
 - Non-digital sketches need to be scanned clearly and with good lighting (Adobe Scan). NOTE: do not include the developmental sketches on your board.
 - Submit sketches in a separate PDF file

WEEK 3 ASSIGNMENT: Touchpoints

- **Improve on the MOOD BOARD**
- **Improve on the LOGO**
- **Select and design TWO TOUCHPOINTS that best connect with your target audience**
 - Develop them in color, add them to a mock-up (if applicable)
 - Add them at the bottom of your element board
- **Specifications**
 - Save as a PDF
 - Naming: LastNameFirstInitial_[name of your event]_Final.pdf