Due Thursday Sept 10

Soon you will be assigned the beginning development of the logotype identity for your magician . In order to begin that conversation, you need to have a broad and yet specific understanding of your project. The following is your assignment for Tuesday, Jan 30:

• Theme Research and Development: Review the design brief handout.
• Handing in and presenting to the class two documents:
    1. written design brief that answers the questions posed within the handout, and
    2. images which elaborate on specifics found within the written doc (show us their current logo if available, posters, promotional materials, find what examples of good magicians' logos, posters...

The purpose of this assignment is to quickly get you to the point of directly embracing your semester assignment, understanding your content, raising questions now as opposed to later in the semester.

The format of the written doc is dictated (type set, etc).

The Design Brief.   *The Design Brief is merely a written plan to chart actions.*
It is not a decisive dictum, but a statement of facts and a position to set the path for action. In time, process may alter the path, and even the objectives may change, and adjustments can be made at any point, but with stated objectives you and others involved will know the meaning of such changes and can gage the effectiveness of your final design solution..

The Design Brief outlines and identifies:
-the so-called "who/what/where/why/how and when's" of the project
-the aim is to inform others on facts and principles at the beginning of the project before designing begins

The Design Brief can include specifics on:
-the nature of the project
-the demands and requirements of the project
-what the project "wants to be"

The Design Brief:
-takes away the vagueness of the project
-states what is known for the project at this time
-is an outline for aim and strategy of the project

Quality (not quantity) is the characteristic of the Design Brief:
-statements should be concise, purposeful and to the point
-too much information can be confusing rather than helpful
-information should not limit the process of development in any way
-present what is most obvious to you and your process

Asking questions can help you draft the Design Brief:
-the brief should respond to questions you ask, or expect others (your client, the user, a critic, or a visitor) to ask

The Design Brief should include these items:
1. title (title plus one-line theme description)
2. participants in the project (art directors, designers, consultants, vendors, etc.)
3. general introduction (brief summary of the project description)
4. problem identification (stating relations, context, conditions, limitations of the project)
5. client product/service analysis (describe intended results rather than the process to achieve this, state expected accomplishments - what the project is supposed to do, address details that relate to values, benefit, information or speculation)
6. audience considerations (describe the anticipated audience)
7. world view, historical and social contexts (how should this mark inform us about the world we live in?)
8. positioning and strategy (what is the communications/message strategy?)
9. pragmatic issues (competition awareness, budget, timing, etc.)

Thanks to Professor Thomas Ockerse of The Rhode Island School of Design.

Design Brief

Typeset on one 8-1/2" x 11" sheet of paper, set in a text typeface between 8 and 10 points on 2 points of leading.

The following areas need to be defined to assist you in the *problem seeking*, *problem identification* and *problem solving* phases of the creation of your identity mark. The design brief will facilitate this and should take the form of a simple outline that utilizes the section headlines listed below. Unless stated otherwise each section should be only a few sentences in length and must be brief, concise and poignant. The purpose of the brief is to inform and educate prior to the design/ *problem solving* phase of this extended project.

Problem Seeking & Problem Solving

Observe the world around you. Think about your interaction with society, products, processes and the environment, consider the audience, location, human factors, materials, environment, communication and other goals when defining and solving a problem.

What is your point of departure? Who is your client? Who is your audience? You may approach this from many directions, find one that works for you and the problem which you have defined. Consider the following approaches: analytical, random, or a combination of the two. Explore, research, combine, make things, do whatever you need to in the attempt to solve your visual problem. Your process is expected to be rich, thoughtful and profound.

1. title
create a title for the project plus a one-line theme description

2. any participants in the project
create a section entitle *participants* that includes anyone you could envision as being relevant including art directors, designers, consultants, vendors, etc. you may want to define this later on after completing the rest of the brief.

3. general introduction
the general introduction gives an overview or brief summary of the project description including:
- who are we working for?
- are they national, international or locally based?
- what the client has stated they need (generally) in terms of the project
- anticipated scope of project (just an identity project or much more...)

4. problem identification
define your design problem. pose this in the form of a question to which you want to find the solution. look at your problem from all sides examining the various components of the project. write an answer to this portion of your brief based in part on the following:
- what is the product or service you are designing for?
- what problems must be overcome in the solution?
- what single message should be communicated through the identity?
- what emotions should this message evoke?

5. client product/service analysis
(for this method you must play the role of the client)
- what are the client's goals?
- what is the purpose of the identity? why are we producing it? (to inform, stimulate, educate, advocate, negate, entertain, etc)
- why does the mark need to succeed? what do we want it to accomplish?

list 10 words that best describe the use, function or quality of the client's product or service which you are designing for. (after you complete the list highlight the most important words and prioritize)

what difference does it make that your product/service exists? highlight the most important word in your sentence.

what is the benefit that your product/service provides? list five words that characterize the personality of your product/service.

(This exercise will help you best define your client and that which you are trying to define visually... the identity itself. Weave the most important key words into your narrative description for this section, listing words if necessary. Use the words as *attributes* of your product/service, defining qualities which will help you better understand what potential qualities need to be present in the mark.)

6. audience considerations
who is the anticipated audience and why?
describe the 1) demographics, 2) psychographics and 3) geographics:

1) Demographics pertain to commonly know and somewhat linear audience characteristics such as age and gender? ethnic background?
2) Psychographics pertain to the audience's values, attitudes and life-styles. psychographics probe below the surface layers of demographic patterns and provide us with more of psychological insight into target audience. What is their average day like? where do they shop? what do they eat? where do they work? children? education? professional level? what are their politics (in terms of economic, social or cultural concerns?)
3) Geographics pertain to where the audience can be found. Is your audience local, national or international?

7. world view, historical and social contexts
how should this mark inform us about the world we live in? are there any stereotyped assumptions embedded in the product/service? what do you want the audience to infer from the identity mark? message? what economic factors and social responsibilities should be activated by the new identity? what religious and cultural rituals, and what historical context and tradition are or should be embedded in the identity?

8. positioning and communication strategy
- what is the primary purpose of the identity mark? (refer to and elaborate on section 5)
- what are the messages in the planned design?
- what meaning can be inferred by what has been *left out* of the identity solution?

Once the audience has been determined then it is easier to develop a positioning statement. Without distinctive positioning your product is lost in the multitude of other similar products services that exist.

9. pragmatic issues
what noise can you foresee?
who is your competition? identify them not only by name but also by image. Include a second sheet of paper that this section refers to. Arrange as many different representations of potential competitor identities. You may take photographs or do a search via the internet to see what you discover and download jpegs for printing.
what is the budget? size? time? limitations?
media and usage: state the context in which the identity mark will be seen and function

brief self-evaluation
after completing the questions and creating the Design Brief do you feel the direction of your identity is appropriate for your audience? your audience appropriate for your identity? do you foresee change: in image? content?

evaluation will occur at all stages of your process and realization. analyze the results of your exploration. what were your goals? did you achieve these? what changes would you make? do you think your solution is a success or failure? (it can be said that we learn more from our failures than our successes)