

Assignment D I

Design as Identity: Branding your Collection

The central social function of graphic design is to embody identity through visual forms. Design creates a visual personality for institutions, products, audiences, and for designers themselves. Typography, icons, color, and other elements symbolize an institution's purpose and services.

—Ellen Lupton, *Mixing Messages*

Identity design and branding are well-worn terms most commonly associated with large businesses and institutions, but considered more simply, they are terms that describe how an individual (Michael Jackson, Nelson Mandela, Bono, The Pope, Tiger Woods), an object (iPod, BMW, Cartier, BiC, Kleenex), a group (Bloods, Skull & Bones, Boy Scouts), or an entity (Yale, European Union, Manchester United, NASA), manifests itself visually in the world.

Imagining that your personal collection will be exhibited in a museum, create an identity system through a series of progressive steps.

Step 1: Naming + Key Attributes

Begin by carefully studying your collection and re-examining your initial statement. What are the underlying themes and aesthetic characteristics, what drew you to your subject?

Select 5 adjectives that for you define the meaning, tone, and substance of your collection (examples include words like circular, detailed, mysterious, shiny, everyday, symbolic, soft, unique, monochrome, playful, standard, ornate, etc.). Your list of words should be compelling and as specific to your collection as they can be.

Next, create a list of at least 5 possible titles for your collection. Naming is a creative act and an integral part of branding so consider your titles carefully; their length, opportunities for word-play, their sound, attitude, even the visual shape of the word(s) can be distinctive.

Type the two lists in two columns on one 8.5×11" sheet of paper.

Due:

Wednesday, July 28