Assignment D1

Design as Identity:
Branding your Collection

<u>Step 2: Visual Source Material</u>
What do the key attributes of your collection make you think about and visualize? Build a collection of 25 reference images from a variety of sources – magazines, books, personal photographs or ephemera, the internet – based on your list of 5 adjectives. For each adjective collect 5 images according to the following categories:

   1 – Color
   2 – Shape
   3 – Texture
   4 – Typography
   5 – Photography

You may find that some of your images overlap categories but try to keep them as separate as you can. These images will become the visual source material that you will use to develop your identity system.

Print the images on five 8.5×11" sheets of paper, 5 images on each page according to your categories, and add them to your collections binder.

Much like the research phase of an academic paper, this phase is critical to producing interesting and thoughtful final results so take pains to select purposeful, diverse, and compelling images.

<u>Due</u>:
Friday, July 30