

Project: BDP Brand book	Date: 8th December
Name of tutor: Sarah Mansell	Name of student:

Sketchbook/s

	Weak	OK	Good	Great	
Range and variety of research/methods (Enquiry; Process);	E	D	C	B	A
Idea generation Iteration & prototypes (Enquiry; Process);	E	D	C	B	A
Reflection, critique and analysis of information (Enquiry; Process);	E	D	C	B	A

Brandbook/s

Organisation of information, overall Layout/communication (Realisation, Communication, Knowledge);	E	D	C	B	A
Word mark (Knowledge)	E	D	C	B	A
Secondary typeface (Knowledge)	E	D	C	B	A
Symbol (Knowledge)	E	D	C	B	A
Manifesto/Tone of voice (Enquiry; Process)	E	D	C	B	A
Colour palette (Knowledge)	E	D	C	B	A
Illustration/Photography (Enquiry, Process, Knowledge)	E	D	C	B	A
Use of format/Binding (Enquiry, Process, Knowledge)	E	D	C	B	A

Work/research/issues discussed (e.g., strengths, weaknesses, recommendations, etc.):

- Over Christmas practice and build confidence using InDesign
 - Anything you don't know how to do, watch YouTube videos
 - Lots of independent research such as a visit to Design Museum but add this to your padlet sketchbook
 - Great primary research interviewed an uber driver
 - Investigate how to add a sound file to padlet
 - Set yourself a deadline to complete sections of your project
 - Competitor research – completed but add to padlet , break down the list of requirements and do one each day – like an advent calendar. The first day of Christmas is ... with all of these categories do the ones you find the easiest or most interesting first to get you going and into the project
 - Areas of research to make sure you have added on your padlet;
 1. Research on brand books – photograph your sketchbook and research from the design museum and add to your padlet, look up online brands you like and then search for their brand guidelines online AND look at the books in the studio and take some photographs
 2. competitor research - add your eggs to padlet AND add your comments about what you have found, tell us something about your thought process
 3. your USP for your version of WHIP – add your brilliant thinking to your sketchbook, photograph the pages and add them to your padlet
 4. Brand personas with images – if you have rethought your brand concept show us the various versions of personas you have created, add the illustrations you created even if you don't use these for your personas
 5. Brand story and manifesto
 6. Wordmark and symbol – not looked at as yet, work on this over Christmas,
 7. Colour palette exploration – have a look through that presentation on Moodle to get an understanding of what we are after, try out options & build a colour padlet for your brand that is complimentary, opposing colours on the colour wheel etc try out a few options to build your colour palette
 8. Secondary typeface research – show us some examples and then which you have chosen
 9. 3 x thumbnail sketches with underlying grid structures – draw up sketches for your layout just using pencil or pen on paper
 10. The create a full-sized mockup
 11. Create an InDesign version of your brand book with an underlying grid structure
 12. Animated gif storyboard – work on this once you have caught up on everything else, again look at the lecture on Moodle to explain what you need to do
 13. illustration or photography for your brand book – style and create your own to use,
 14. exploration of different types of book binding – box concept
- Try and complete 1 padlet category each day you work during the holiday

- show each or a few of the examples you have found on your padlet
- Add some notation about each or some of them so we can understand your thinking

Aims for next tutorial (e.g., work/research to be undertaken)

- See above
- I will be working over Christmas, email me if you have any questions etc I may not answer immediately but I will respond with feedback as quickly as I can

Learning Outcomes and how to achieve them

Demonstrate an awareness of differing research methodologies the use of sketchbooks to record research and the developmental process of ideas and concepts (Enquiry);

Evidence the use of a range of different research methods and materials in your sketchbooks.

Demonstrate the utilisation of research material in informing outcomes (Enquiry);

Evidence the analysis of your research materials in your sketchbooks.
Utilise this analysis to develop and test a range of ideas and prototypes.

Demonstrate an awareness of fundamental principles of branding and graphic design (Knowledge);

Display your understanding of branding and design principles in your final designed solutions.

Experiment with a variety of media in the realisation of ideas (Enquiry; Process);

Evidence a range of experimentation with a variety of media in your sketchbooks and prototypes.

Organise and present outcomes using appropriate techniques (Realisation; Communication);

Select and present information and use media in a way that is appropriate to your audience and brand.

Demonstrate an ability to engage with the subject areas and manage your time (Process).

Evidence your personal and professional development through continued attendance and engagement with tutorial, presentation and feedback sessions, and meeting interim and final deadlines.