

Project: Brand Book BDP	Date: 28th November
Name of tutor: Sarah Mansell	Name of student:

Sketchbook/s

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

Brandbook/s

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

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

- Add any research you have on your home computer to your padlet
- Add some documentation and analysis to the visuals on your padlet so that we understand your thought process
- More work to do personas – this will help with your brand concept
- Colour palette to created, looks good
- Got feedback from classmates on brand identity to develop his wordmark, great initiative
- Took on board the request to sketch a brand book mockup – well done
- Illustrations - show more experimentation, notation and decision making rather than straight to the final idea

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

- Redesign brand identity from the feedback given
- Print out mockup based on an underlying grid structure to see what works
- Add some thoughts and visuals on your choice of typeface
- Add in some general research and exploration on colour palettes and how you might create one
- Work on thinking about your final binding as part of the format, how could this be dog related? A dog collar material etc?

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.