ENGW 2329 Document Design
Project 3: VISUAL IDENTITY PACKAGE

This assignment is adapted from an assignment designed by Dr. Quinn Warnick, who is now at Virginia Tech.

OVERVIEW

Whether they know it or not, all organizations have a "brand," and that brand shapes (and is shaped by) the organization's interactions with its customers, clients, employees, and stakeholders. The concept of a brand can include many elements, but most people think of brands as the visual identity of an organization. Today, however, with the advent of social media and personal marketing sites like LinkedIn, creating a visual identity for oneself is becoming increasingly important. For this assignment, you will develop a visual identity package to represent yourself and your work.

DELIVERABLES

Your visual identity package should contain, at minimum, the following items:

1. A set of **"brand identity guidelines"** that includes the following:
   a. A logo or wordmark with instructions for usage,
   b. Recommended typefaces, with instructions for usage,
   c. A color scheme, with instructions for usage, and
   d. A proposed slogan that enhances the visual brand identity.

2. At least **two sample documents** (e.g., business cards, letterhead, the header on your resume or CV, a masthead for your personal website, etc.) that demonstrate proper usage of the brand identity guidelines and its components.

3. A **one-page letter of transmittal** that explains your design choices.

4. An **analysis memo** (roughly 400–600 words, single-spaced, using memo formatting) that explains your work on this project and honestly discusses any challenges or difficulties you encountered during this assignment. (This is a reflective memo documenting your design process. As such, it lets me know when and where you had issues. For example, you may discuss how what you ended up with is not quite what you wanted.)

5. An electronic copy of all the documents listed above in one contiguous .PDF, which you will submit through Canvas.

ADVICE & RECOMMENDATIONS

Ideally, you will create deliverables that will allow you to showcase all you've learned so far in the course. Think about the skills you showed in creating your posters—an understanding of how **typefaces** create a **hierarchy** and structure within a document, use of the **six principles** of design to guide users and reinforce messages for particular audiences—and think about the skills you're just beginning to develop after our Illustrator workshop—working with words and images to create a logo.

Think about how your design work in Project 3 showcases who you are:
- What materials will you create to showcase how you considered your needs as well as those of your audience(s) (e.g., potential employers, graduate school admissions committees, people who may read your writing in *Hilltop Views*, the *Sorin Oak Review*, etc.?
- What documents will be useful to you and showcase your slogan and logo or wordmark?
- How do these documents showcase your skills in shaping rhetorical situations through visual design?

EVALUATION CRITERIA

I will evaluate your visual identity package using the following criteria:

Originality. Does your visual identity stand out? Have you created something original, while conveying who you are?

Consistency. Do all materials in the visual identity package use the same typefaces, colors, and document design strategies to achieve a unified appearance throughout the package?

Appropriateness for Audience. Does the visual identity package acknowledge and respond appropriately to your audience? Who is your audience?

Persuasion. Does the letter of transmittal effectively persuade me that you have considered your visual identity and taken time to develop an effective identity for your purposes as indicated in the memo?

Correctness. Do all written materials adhere to the conventions of standard written English (spelling, punctuation, and grammar)?

Technical Proficiency. Do all materials show a level of proficiency with the software introduced in the course that is appropriate for this stage in your development as a document designer and technical communicator?

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Week	Date	Class work	Homework
11	3.21	Project 3 Intro: Considering Your Visual Identity & Examining Brand Guidelines	Read "Brand Basics" and "Brand Identity Ideals" in Alina Wheeler's *Designing Brand Identity*, pp. 2-49. Find a couple examples of poorly designed posters, and bring them to class on 3.23.
	3.23	Taste it Then Make It: Photoshop Exercise	Read "Brand Identity Elements" in Alina Wheeler's *Designing Brand Identity*, pp. 50-67. Create a mood board for your visual identity package. Include logo designs you find appealing as well as inspirations for your color scheme, typography, etc.
12	3.28	No class; Easter Break!	Create a "Brand Brief" using the guidelines in the "Week 12" folder in "Files" on Canvas. Sketch 5 logo mock ups. Complete Quiz 7.
	3.30	Discuss "Brand Identity Basics," "Brand Identity Ideals," and "Brand Identity Elements" Designing Logos: Photoshop Workshop	Read "Phase 3 & Phase 4" in Alina Wheeler's *Designing Brand Identity*, pp. 124-171 Use your mood board and logo sketches to compile a draft of your Brand Identity Guide. Bring your draft to the next class. Complete Quiz 8.
13	4.4	Discuss "Phase 3" & "Phase 4" Considering Sample Documents	Work on your sample documents.
	4.6	No face-to-face class: Asynchronous, online conferences	Bring a final draft of your Brand Identity Guide (with logo and sample documents) to class the next class on 4.11.
14	4.11	Design Review	Revise your Brand Identity Guide based on feedback in Design Review.
	4.13	Memo Discussion & Drafting Activities	Upload your Project 3 Deliverables as one contiguous .PDF **before class on April 20**. Your documents must be submitted in the order listed on the assignment description in Canvas