FA102a_DL

Introduction to New Media Design

Professor Tom Klinkowstein

fatik@hofstra.edu

course blog: https://fa102afa202asummer2016.wordpress.com/

Project due 9am, July 1

Assignment Two

Choose words and a name to create a brand character diagram for the proposed product or service from assignment two.

A brand character diagram describes a brand as if it were a living entity, and is used as a reference when creating other aspects of a brand like a logotype, website, social media presence, etc.

Software

PowerPoint, InDesign (with Photoshop if needed)

Output

Brand character diagram with appropriate words and a name for a product or service related to your research in assignment one.

Post the finished brand character diagram as a slide in your slide presentation and then the updated slide presentation via SlideShare to your blog (same process you used in assignment one).

Goals

Understand the development of brand character.

Brand

According to Seth Godin, *"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."*

Brand Character Diagram

Create a Brand Character Diagram with four quadrants and a separate place for a name to suggest a brand for the future product or service from Assignment Two.

The diagram will guide you in completing the subsequent assignments in this course.

Choose separate words (four words for each quadrant), or a short phrase (one phrase, up to four words per phrase), for each of these quadrants:

Persona
If this brand were a person, how would you describe him/her?

Tone
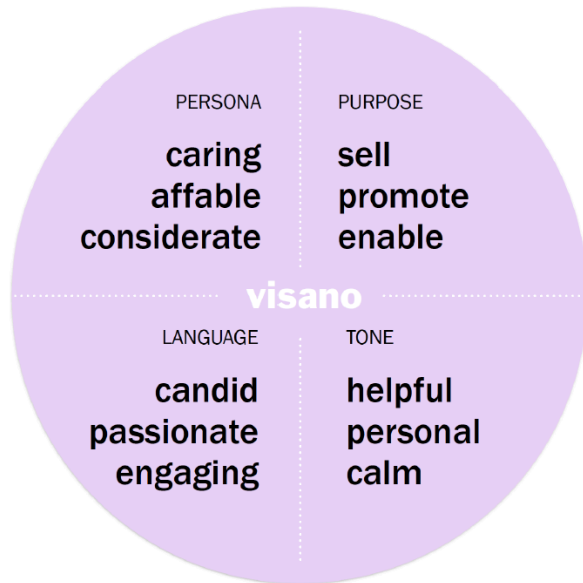Words that suggest the underlying manner of the brand.

Language
Words that might be used in marketing materials for this brand.

Purpose
Words that relate to what the product or service does.

Select the words or phrases from the lyrics of one musical artist who has recorded in the past two decades.

Brand diagram example from a former student:

PERSONA

caring
affable
considerate

PURPOSE

sell
promote
enable

visano

LANGUAGE

candid
passionate
engaging

TONE

helpful
personal
calm

This former student found her Brand Diagram words from the lyrics of the alternative music artist, St. Vincent

Don't copy this example directly. Make up your own, but keep it simple and elegant.

Name

In the center of the diagram, place the proposed name for the future product or service.

Create the name from adjustments and/or combinations of words from the research in assignment one.

For instance, in my example from assignment one of a predictive phone-based text Translator, I came up with:

Selected words from the original posts:

"Neural, Recognition, Feedforward, Recurrent"

Generated name possibilities (development of the name):

"ReadForward (created by tweaking Feedforward)"

"Recog (created by tweaking Recognition)"

Selected name:

"ReadForward"

Create the Diagram

Use PowerPoint drawing tools (square, circle, etc.) or Illustrator to create the diagram (your choice of software, either is acceptable and will make no difference in regard to your grade).

Make pencil or pen sketches before finishing the diagram in PowerPoint or Illustrator.

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If you use PowerPoint, do not use an existing diagram or templated diagram (you have to make up your own diagram using the drawing tools).

The diagram should have four equal sized quadrants and a middle where the created name goes. The diagram configuration should be elegant, simple and not call attention to itself.

Use only black, white, gray and one not-saturated (not too bright) color, or just black, white and gray. Do not use more than one color.

If you use Illustrator, download the free 30-day demo software (Mac or OC) at adobe.com and use these instructions with the associated YouTube video tutorials:

*Rectangle Tool (circle tool etc. work the same and are in a pulldown menu in the rectangle tool area of the menu)

Create a square box (hold down the shift key).
http://www.youtube.com/watch?v=uOVNW1kbcNk

*Fill Color and Stroke Color
Change fill and stroke color in the square.
http://www.youtube.com/watch?v=tX-I8PvxCTc

*Selection Tool (black arrow)
Show proportional change in the square (hold down the shift key).
(No tutorial provided.)

To save with no background (so you can put it on your slide background):
File>Save>Save for Web

The type within the diagram should be readable and aesthetically appropriate and font which you are not using elsewhere in the presentation slides.

Use one font.

Use a font from Preferred Sans-Serf Fonts file posted on the course blog.

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Slides to make (add to the end of the slides you made for assignment one, then save as a pdf, then save in SlideShare, then embed the SlideShare url in your blog)

One slide with the photo and name of the artist whose lyrics are the source of the words. Slide title: "Source for Brand Character Words".

One slide with the name you came up with <u>and process how it was derived</u>.
Slide title: "Naming Process".

One slide of the selected name and the justification for choosing it.
Slide title: "Final Product/Service Name".

One slide with the title: "Brand Character Diagram Sketches(s)".
Use your phone to photograph your sketches.
Show one or more pencil or pen sketches of your diagram.

One slide with the final diagram.
Slide title: "Brand Character Diagram".

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Related Links
http://sethgodin.typepad.com/seths_blog/2009/12/define-brand.html
http://www.fastcodesign.com/1662388/ideo-good-stories-make-good-brands-heres-4-tips-and-7-examples
http://www.underconsideration.com/brandnew/archives/brand_new_conference_a_review_by_ideo.php
http://transmediaexperience.tumblr.com/