Outcomes:

* A range of annotated ideas, in a form of your choice, exploring & explaining your ideas
* A strong, final logo, in presentation format and with a colour and B/W version
* Colour associate for further branding

EVIDENCE YOU MUST PRODUCE FOR THIS TASK

Portfolio containing:

* records of relevant research to inform the design
* Your ideas (supported by what you have learnt from your research)
* annotation – what skills, materials, techniques, processes have been used and what messages/concepts/ideas are being communicated?

Final Outcome:

* A clear final logo available for a range of formats, presentation style and uses
* A colour associate, which can be used within the company

Resources:

* Equipment: General design equipment, Design Studio, ICT facilities including A3 & A4 colour laser printers, workshop, general manufacturing facilities.
* Main ICT Programme Focus: CAD - Sketchup, 2D Design V2, REVIT

DTP - Photoshop, Illustrator

Client: You and your company

Task 6: To produce a strong brand for your design consultancy

Context:

Your small design company is now established. Although you deal with all

general design projects, your name and reputation are well known as a

specialist in Urban Regeneration, Transport, and architectural design.

However, you have been involved in a number of product design based projects, which you feel extends the company’s skill set and hopefully it will broaden the type of projects you can undertake, so securing work in alternative fields.

However, you need to establish a strong and clear brand image. The brand image of company you want to create is that of a creative group, that comes up with imaginative and sometimes unusual and dynamic solutions. A company that is trustworthy and that can be relied upon. You meet deadlines and have excellent communication skills with all those involved.

You are developing close links with a lot of major manufacturing industries and many national-building contractors. You are well-supported by a good range of local companies, so you are well covered to handle any element on the production side. You have made links with the local University, which has a Manufacturing, & Rapid Prototyping Centre attached to it and it is hoped that students from there can come to you for work experience.

As the success of your company has grown, it is now time to address the issue of branding and the corporate image of your design company. You now need to update and present a strong and modern image for your design company, to reflect the success you have achieved and putting over the flexible and creative approach you company has become known for.





Deadline:

Design Assignment 00 – My Company – Task 6