

Music Branding | Spring 2010

Professor: Allen Harrison **Time:** Mon/Thurs 8:30PM - 11:15PM
Office Hours: Wed. 10AM - 3PM **E-mail:** aharriso@ringling.edu
Website: monkeybubblemedia.com/music

Phase 1 | Identity

Objective

This project exemplifies and reminds us that as designers, we are more than service providers. Our talents exceed creating logos and collateral for companies and organizations. We are strategic thinkers, innovators, authors, culture-makers and good citizens. Our ideas can simplify, beautify and inspire.

Subject

Identity Design

Product

Complete Identity System

Process

Outlining the information.

Examine the key aspects of the What is branding, Strategy & Positioning, and Design ID lecture. Use these as a basis to assist in defining what content and visual elements can serve as the body of the entire system.

Design applications and apply logo to an entire unified system including but not limited to the following:

1. Research a variety of logos
 - Research
 - Analyze mark typologies
 - Differentiate identity qualities (the good, the bad and the ugly)
2. Design, refine and create new identities
 - Size variations
 - Positive and negative versions
3. Apply logos to identity system
 - Proportion and placement
 - Supporting typography
 - Color variations
 - Grid systems
4. Design applications and apply logo to an entire unified system including but not limited to the following:
 - Press Release - Introduction band and history
 - Basic standards for manual: mark usage, color systems, grid system, supporting typography
 - Posters - screened or digital
 - Brand Book
 - Paraphernalia: buttons, patches, stickers, tatoos, stencils
 - Vehicles: ground and aircraft
 - Collateral material: magazine ads, newspaper ads, press kits
 - Packaging: LP or CD package
 - Promotional material: give-aways, postcards, online record releases
 - Invitations/announcements, greeting cards
 - New Media: Website, Podcasting, Favicons, Desktops, ScreenSavers...
 - Apperal: tshirts, hoodies, shoes, belt buckles, lip stick, bandanas, hats

Content Due

Identity Design

Due Date: February 4th

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Mark Matrix

1. Gather all relevant materials. Use them to connect to the Artist brand, personality, and music.
2. Fill in the boxes with ideas, sketches, or whatever comes to mind.

Pictogram	Symbol/Abstract	Monogram	Logotype	Combination & Emblems

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week 1

January 11: Course introduction and overview

In class: Introduction, Objectives, Assignments, and Examples.

Assignment: Create 5 possible Artists. Write a Press Release and create mood board.

January 14: Research - Branding

In class: Sermon - What is a Brand?
Culture/Film - Before the Music Dies

Assignment: Choose 2 Artists and write Press Releases.

Readings - The Brand Gap, No Logo, "Who's Affraid of the Big Brand Wolf?"
* 3 questions/statements for readings

week 2

January 18: NO CLASS - Research - Branding

Assignment: Choose 2 Artists and write Press Releases.

Readings - The Brand Gap, No Logo, "Who's Affraid of the Big Brand Wolf?"
* 3 questions/statements for readings

January 21: Research - Branding

In class: Discussion Group - What is Branding?
Introduction to Mark Matrix - Logo Sheet and Assignment
Desk review of Artist Possibilities and Press Releases

Assignment: Start 25 Mark Matrix sketches and mood board.

Readings - "Logo by the Numbers" & The Rise and Fall of Rock & Icons & Avatars
* 3 questions/statements for readings

week 3

January 25: Concept - Identity

In class: Sermon - Strategy & Positioning
Designing ID PDF
Desk crit - Review of initial Mark Matrix sketches

Assignment: Continue 25 Mark Matrix sketches

Readings - "Logo by the Numbers" & The Rise and Fall of Rock & Icons & Avatars
* 3 questions/statements for readings

January 28: Design - Identity

In class: Discussion Group - Trends in Current Identities.
Small Group Crit - Review of 25 Mark Matrix sketches

Assignment: Finalize 5 marks for review

Readings - If It's Retail, Is It Still Rock?, Indie Act Seeks Backup Brand, Bob Mould,
What's the Real Score... * 3 questions/statements for readings

week 4

February 1: Design - Identity

In Class: Discussion Group - Branding the Artist
Small Group Crit - Review of 5 marks

Assignment: Finalize 5 marks for Final Crit

February 4: Design - Identity

In Class: Final Crit

Assignment: Choose 1 mark and finalize

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Phase 2 | Poster Series (2 Pantone color or 4/C process)

Objective

"A Poster is a Poster and not a Pipe. A poster has a message. Sometimes a poster is a sheet of paper without a backside. A poster is a stamp. You can put it on the wall or on the window, on the ceiling or on the ground, upside down or wrong side up. A good poster attacks you. A bad poster loves you. And there are "l'art-pour-l'art" posters that love themselves and want to be beautiful. These type of posters confuse the viewer, muddle up his eyes, and force him to look for something in the poster that is not inside. If you like, you can smoke it in your pipe." -- Uwe Loesch

Subject

Continuation of Campaign

Product

Poster Series (total of three) that continues the initial look and feel for your band.

Process

Outlining the information.

Examine the key aspects of Project 1. Use these as a basis to assist in defining what content and visual elements can serve as the body of the entire campaign.

Define the Message

Outline the content of the poster. Consider the following information: Bands, Venue, Date, Time, Price, Age, Festival etc etc. When creating familiarize yourself with the music, pictures, bios, interviews and websites. Then, when its time to get busy, crank up the Motorhead and get to work!

Visual Language and Compositional Structure

Consider the hierarchy of information, heading, subtext, imagery in a consistent structure that allows for cohesiveness and logic of the information. Consider your choices of type family, color and formal compositional aspects (scale, spacing, rhythm/repetition, etc.) Your choice of constants and variables for both the structure of the page, type families, projects will be critical for consistency with variety for the reader/viewer. (don't use every variable - make self-informed choices) * Work with structure created from previous projects!

Project Parameters and Possibilities

- Format determined by students
- 2 Pantone color (screened). Use of tint values is not encouraged
- 4/C Process
- Content is required, no more than 100 words
- Full bleed is possible

Content Due

Color finals printed and trimmed to size

Due Date : March 4th

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week 5

February 8: Research - Poster

In Class: Introduction to Project 2 - Poster Design
Sermon - The Rock Poster - Glaser to Aesthetic Apparatus
Film - American Artifact

Assignment: Outline Poster Content. Concepts/sketches.

February 11: Research - Poster

In Class: Desk review of concepts/sketches

Assignment: Continue Poster Concepts
Readings - Are we invited?, Pretty cool gig, Good Gig
* 3 questions/statements for readings

week 6

February 15: Concept - Poster

In Class: Reading Response for Poster Articles
Desk review of Poster sketches

Assignment: Start Poster Color Roughs on Computer

February 18: Design - Poster

In Class: Open Lab

Assignment: Continue Computer comps

week 7

February 22: Design - Poster

In Class: Small Group Review of Poster Color Comps

Assignment: Continue Computer comps

February 25: Design - Poster

In Class: Sign up for Individual Review

Assignment: B&W Printouts of Posters and ID for Individual Review

week 8

March 1: Design - Poster

In Class: Individual Reviews

Assignment: Finalize Posters and ID

March 4: Design - Poster

In Class: Final Crit
Turn in PDF of final ID and 3 printer
Introduction to Project 3

Assignment: Show and Tell - Bring 2 Favorite record packages. Research Artist
Packaging PDF. Example in resources. PDF of posters in class webshare.

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Phase 3 | Record Package (4 Color)

Objective

“Albums as artworks are unique (compared to books, films, etc) in that they tend to come as a package which rarely gets altered afterwards. Think of all the books that would have been published in June 1967; none of them will have kept the same cover design if they’ve been reprinted. Now think of Sgt. Pepper.” -- Adrian Shaughnessy

Your record package should embody and experiment with case design, folding systems, cd labels, graphics, typography and color.

Subject

Continuation of Campaign

Product

A Record Package that continues the initial look and feel for your band.

Process

Outlining the information.

Examine the key aspects of Project 1 & Project 2. Use these as a basis to assist in defining what content and visual elements can serve as the body of the entire campaign.

Define the Message

Outline the content of the package. Consider the following information: record title, song titles, recording information, band photography, lyrics, etc etc. When creating familiarize yourself with the music, pictures, bios, interviews and websites.

Visual Language and Compositional Structure

Consider the hierarchy of information, heading, subtext, imagery in a consistent structure that allows for cohesiveness and logic of the information. Consider your choices of type family, color and formal compositional aspects (scale, spacing, rhythm/repetition, etc.) Your choice of constants and variables for both the structure of the page, type families, projects will be critical for consistency with variety for the reader/viewer. (don't use every variable - make self-informed choices)

Project Parameters

- Creative Folding systems
- 4/C Process
- Write your own record title
- Full bleed is possible

Content Due

Color comp trimmed to size

Due Date : April 1st

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week 9

March 8 & 11: Research - Record Package (Spring Break)

Assignment: Outline of Record content
Sketches & Package concepts
Readings - Record design, trends, and current technology
Show and Tell - Bring 2 Favorite record packages. Research Artist Packaging PDF.
Example in resources. PDF of posters in class webshare.

week 10

March 15: Concept - Record Package

In Class: Show and Tell - Bring 2 Favorite record packages.
Research Artist Packaging PDF. Example in resources.
PDF of posters in class webshare.
Desk review of Paper comps and content outline.

Assignment: Finalize Paper comps and roughs - start computer comps
Readings - Record design, trends, and current technology

March 18: Concept - Record Package

In Class: Desk review of Paper comps and content outline
Reading Responses for Record design readings

Assignment: Finalize Paper comps and roughs - start computer comps

week 11

March 22: Design- Record Package

In Class: Desk review of Record Package computer comps

Assignment: Continue computer comps

March 25: Design - Record Package

In Class: Small Group reviews
Sign up for Individual Reviews

Assignment: Print outs of Record Package for individual review

week 12

March 29: Production - Record Package

In Class: Individual Reviews - Record Package comps

Assignment: Finalize and comp record package

April 1: Crit & Presentation - Record Package

In Class: Record Package due for Group Crit

Assignment: Sketches/ideas for New Media & 2 merchandise

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Phase 4 | Media & Merchandise

Objective

The continued development and concept of the visual language that will be the backbone of the entire campaign. An essential need is that the artists brand is accessible to your audience. Examine the best ways for your band to distribute and sustain their identity - and let this influence the visual design.

Subject

Continuation of Campaign

Product

Interactive or Motion component - Website, Iphone app, AIR App, ItunesLP app, music video, video album promo trailer. etc. etc.

Merchandising components

Process

Outlining the information.

Create Wireframe and outline content before design. Examine the key aspects of the first three projects. Use these as a basis to assist in defining what content and visual elements can serve as the body of the entire campaign.

Define the Message

New Media - Your media component should create a viral opportunity for the band to communicate and extend their image/identity.

Merchandise - Consider the following - t-shirts, buttons, sweatshirts, stickers... consult Designing Brand Identity (pg. 151) for a complete list.

Visual Language and Compositional Structure

Consider the hierarchy of information, heading, subtext, imagery in a consistent structure that allows for cohesiveness and logic of the information. Consider your choices of type family, color and formal compositional aspects (scale, spacing, rhythm/repetition, etc.) Your choice of constants and variables for both the structure of the page, type families, projects will be critical for consistency with variety for the reader/viewer. (don't use every variable - make self-informed choices)

Project Parameters

- Website - 950 pixels wide max.
- 4/C Process
- Full bleed is possible
- Iron ons for apparel

Content Due

4-5 page Interactive comp.
3 Merchandising pieces

Due Date : March 3rd

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week 13

April 5: Research - New Media/Mechandise

In Class: Introduction to Project 4 - New Media/Merchandise
Sermon - Media and Music
Film - RIP: A Remix Manifesto

Assignment: Readings - Media and music
Continue Sketches for New Media/Merchandise

April 8: Concept - New Media/Mechandise

In Class: Desk Review of concepts and sketches

Assignment: Readings - Media and music
Continue Sketches for New Media/Merchandise

week 14

April 12: Design - New Media/Mechandise

In Class: Desk Review of New Media - Prototypes, Sketches, Storyboards due
Turn-in reading responses

Assignment: Start building New Media project on Computer

April 15: Final Crit of Package

In Class: Final Crit of Package Design

Assignment: Continue building New Media/Merchandise pieces

week 15

April 19: Design - New Media/Mechandise

In Class: Open Lab - Desk Review
* Make Day - Shirts, Buttons, Stickers and Everything Fun Lab Day

Assignment: Finalize Posters, CD Package, Merchandise for photo shoot

April 22: Design - New Media/Mechandise

In Class: Open Lab - Desk Review
Individual Review Sign-Up
* Photo Shoot Lab Day

Assignment: Finalize and Complete entire campaign for Individual Review
Shoot Work

week 16

April 26: Design - New Media/Mechandise

In Class: Individual Review - Bring Entire Campaign

Assignment: Finalize all projects

April 29: Open Lab

In Class: Open Lab - Shoot Photography and finalize.

Assignment: Finalize everything for Final Turn In

week 17

May 3: Final

In Class: Final Crit - People Choice Awards - Bring Entire Printed/Interactive Campaign

Assignment: For Final Turn In
Final PDF -- Photos of Posters, Package, Merchandise -- Screens of Motion/Interactive
PDFs of all Project source files
Photo files for project shots
Any final animation Quicktime/SWF file