



BA Marketing and Advertising

Design for Marketing Fall Semester, 2022 - 2023

### **ASSESSMENT 3: Creating The Ident**

Weighting: 30%

Date and method of submission: week 16 via NeolMS and as a PDF.

Word count or equivalent 3500-4000: The students will have to create an Ident.

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#### **Assessment 3: Ident Development – Development of Ident to communicate BIG IDEA message**

You will have to create a design based on the development of THE BIG IDEA. Individually you will choose a medium to express the idea. You can choose to design any promotional material for the University (A promotional video, Poster Leaflet, or In-house Exhibition Campaign, etc)

The work should have the following structure:

- **Introduction** – Short introduction explaining shortly what has been asked of the student and what is the rational intentions. Remember to write this in a way that someone with no prior information can understand what he/she is about to read about.
- **Design Narrative** (What story are we trying to communicate? What message are we trying to let the viewer know about us? Are we trustworthy, friendly, healthy, cutting edge, bold etc.)?



## ASSESSMENT GUIDELINES

- **Research & Sketching** (Initial sketches ideas as well as research images found online etc....)
- **Concept Development + Feedback** (Based on research and sketching ideas concepts are born. These should be shown to the client. Based on feedback from the client, the student should then go and develop 1 main concept. The process is what is expected to be documented in this section.)
- **Typography** (Explanation of Choice of font. What values does this font have that makes it appropriate for the narrative/message you are trying to express)
- **Shapes/Images** (Explanation of chosen shapes and how they relate to the narrative, Are they soft or hard shaped and why? Are they used to lead the eye or as an attention grabber? Are they used primarily or secondary as a narrative tool?)
- **Balance / Hierarchy** (Explanation of the positioning of design elements, Does the design have balance? Is it tilted to one side? Does it evoke calmness or energy/frustration in the viewer? How does this tie in with the narrative/message we are trying to express?)
- **Colour** (Explanation of the colour or colours chosen for logo and or typography – Are we using primary, secondary colours from the colour wheel? What sort of colour combinations are used? Contrast colours for dynamism or triad colours for a calming effect? How does the colours relate to the message/narrative? How are we affected by the colours chosen on an emotional and practical level? How are those exact colours used in our society so we associate them with certain values)?
- **Presentation of Final Design** (Chose to showcase the design as an image or superimpose it to show it working in real life)
- **Conclusion** (Shortly explain how the finished logo matches the objectives laid out in the brief and how it relates to the narrative.)

Remember that the final design and the written explanation is a professional document that also acts as, or supplements, a contract between the client and the design agency. It should be written in a clear and precise manner, using appropriate language.



## ASSESSMENT GUIDELINES

You will be assessed on the clarity of the submitted document. Please put the emphasis on clearly communicating the process.

You can find the step-by-step guide instruction below.

### **Assessment criteria for Assessment 3:**

1. **KNOWLEDGE AND UNDERSTANDING (25%):** How well does the promotional material communicate the aims and objectives to the audience/ consumer. How effective does the design capture the tone of voice?
2. **COGNITIVE SKILLS (25%):** How successfully does the promotional material communicate the product or service being branded? How clearly does the mood board reflect the USP?
3. **PRACTICAL AND PROFESSIONAL SKILLS (25%):** How strongly does the design of the promotional material stand out from its competition? How creative or unique is the design.
4. **TRANSFERRABLE AND KEY SKILLS (25%):** Students need to present their work in a clear and coherent manner in writing and explaining their Design. The student must showcase the design issues which have been considered and resolved.

### **ASSESSMENT 3 GUIDELINE** **STEPS:**

1. Students will start work on creating an MIUC ident based on the findings of the design brief and based on the big idea visualized through the Mood Board. They will in week 10 begin the process of developing the identity.
2. Students will explore individually what sort of medium they want to communicate with in week 11.



## **ASSESSMENT GUIDELINES**

3. Throughout week 12 – 14 they will be working individually on their chosen Ident.
4. Students will deliver their final design accompanied with a design report in week 16.