

Branding Class Quarter Timeline

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Week 1: January 9/10

Topic:

What is a brand and how are brands developed?

In class:

Group development of Brand Character, Purpose/
Mission, Positioning & Promise.

Homework:

Finish in class work. Start tonal territories.

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Week 2: January 16/17

Topic:

Trademarks

In class:

Trademark sprint

Homework:

Finish tonal territories. Start trademark design.

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Week 3: January 23/24

Topic:

Moving from tonal territories to concept boards.

In class:

Trademark sprint

Work on concept boards

Homework:

Refine logo, concept board and test concept/visuals on one deliverable.

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Week 4: January 30/31

Topic:

Creating touchpoints/deliverables list.

In class:

Meet with designers to review your logo, concept board and one deliverable.

Homework:

Refine work based off of designer feedback and create a deliverable list and timeline.

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Week 5: February 6/7

Topic:

Style guides.

In class:

Set up document for style guide.

Homework:

Work on projects according to your timeline/
list of deliverables.

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Week 9: March 5/6

Topic:

Check ins with Alumni

In class:

Check ins with Alumni

Homework:

Work on projects according to your timeline/
list of deliverables.

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Week 7–10: February 20/21–March 12/13

Topic:

Final presentations

In class:

Lab time and peer-to-peer reviews, Jill check-ins.

Homework:

Work on projects according to your timeline/
list of deliverables.

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Week 11: March 19/20

In class:

Final presentations