

Branding Class Quarter Timeline

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Week 1: January 4/5

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 11/12

Topic:

Trademarks

In class:

2 Trademark sprints

Homework:

Finish tonal territories. Start trademark design.

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Week 3: January 18/19

Topic:

Demographics research.

Moving from tonal territories to concept boards.

In class:

*Demographics groups/presentations.

Work on concept boards.

Homework:

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

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Week 4: January 25/26

Topic:

Creating touchpoints/deliverables.

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 1/2

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 6: February 8/9

Topic:

Mid-Quarter check-ins

In class:

Mid-Quarter check-ins.

Homework:

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

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Week 7–10: February 15/16–March 8/9

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 15/16

In class:

Final presentations

If needed, we may move final presentations into finals week.