

ART 599 INDEPENDENT GRAD RESEARCH

Fall_2017

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Course description & objectives

Design exploration of branding and campaign elements of a smart home device.

Schedule of progress

Week 1	Research Introduction of the logo concept direction and type of device
Week 2	Research Logo exploration and device form study
Week 3	Design Exploration Logo mark, logo sub-marks, visual patterns, and device form study
Week 4	Design Exploration Continue developing logo, animation and the form
Week 5	Design Execution Brand logo, logo animation, device label/name, and 2D rendering
Week 6	Packaging and labeling system Packaging Mock-up, labels and 3D rendering of the device
Week 7	Packaging and labeling system Packaging Mock-up, labels and 3D rendering of the device
Week 8	Packaging and labeling system Packaging Mock-up, labels and 3D rendering of the device

Week 9	Packaging, labeling system, and product design Finalization of Packaging, labeling and device prototype
Week 10	Campaign Photo/video shoot of the device for advertising
Week 11	Campaign Design Exploration of conference print campaign
Week 12	Campaign Design Exploration of conference print campaign
Week 13	Campaign Design Exploration of conference print campaign
Week 14	Campaign Design Exploration of conference print campaign
Week 15	Campaign Design Exploration of digital platform
Week 16	Campaign Design Exploration of digital platform
Week 17	Final Presentation