

**VISC 204**



# PROJECT 2

# **BORING BRANDS**



Everyone can make  
a cool food truck or  
coffee brand...

It takes a lot more  
thought to bring  
design and new life  
to a plumber...

“When the difference between two functionally similar products is minimal, there’s a need to create an emotional differentiation, wherein lies the roots of identity design in relation to consumer products and services.”

# THE ASSIGNMENT

For this assignment you will be assigned to rebrand a “boring” company and give it a new unique brand that turns on its head the ideas associated with that industry.







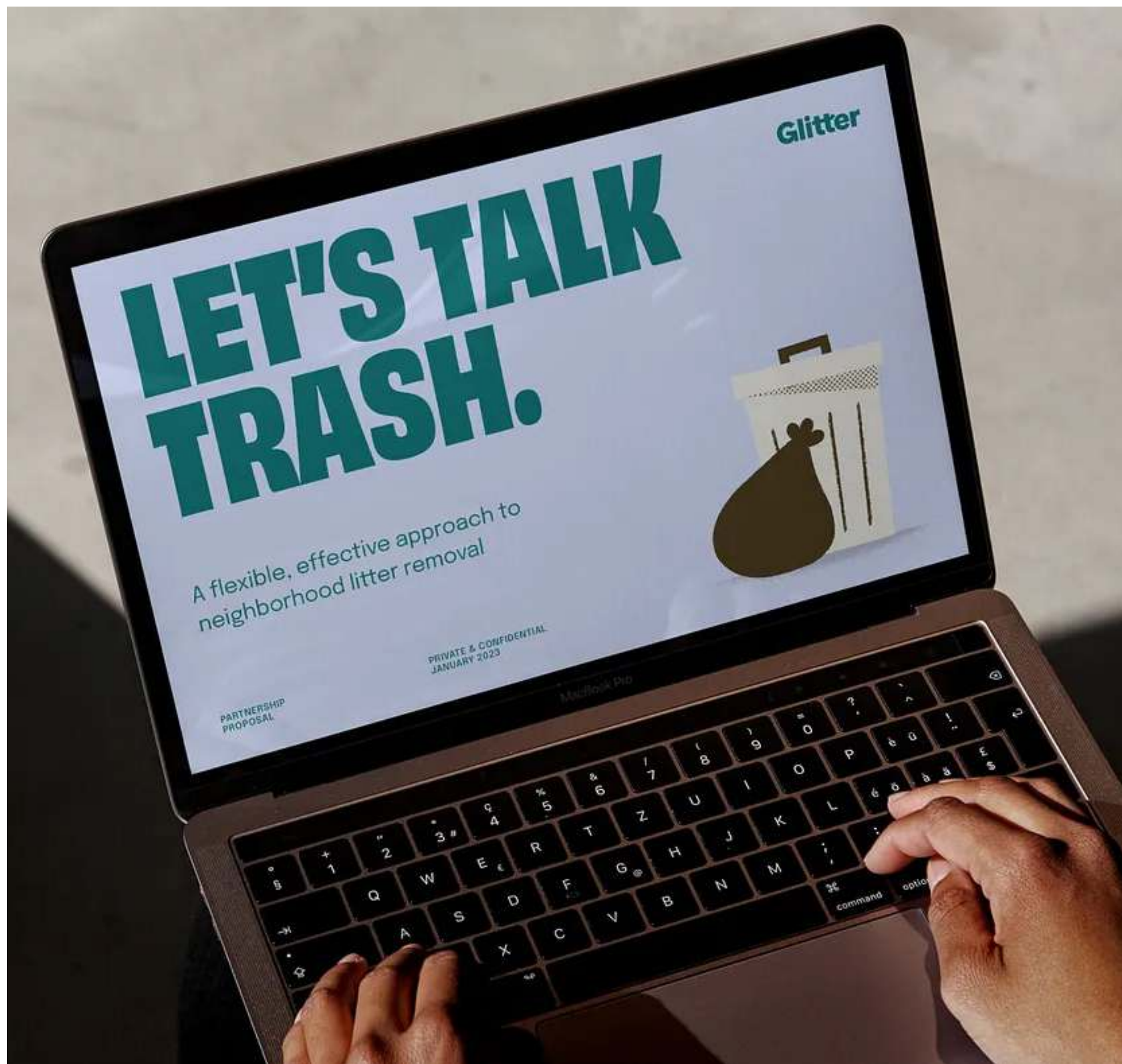




Glitter









OLD  
OF THE MONTH +++

ROBERT SONO DI SET  
**BALKAN BEATS**  
SA. 14. 07. Lido

H 200  
4



12.09.2018  
**HALF WAIF**  
KANTINE AM BERGHAIN

4 ONCE



undt-blod

15.08.  
CASSIOPEIA

CHICO TRUJILLO  
10.08.  
ASTRA KULTURHAUS

09. MONARCH  
12.09.2018  
**HALF WAIF**  
KANTINE AM BERGHAIN

Glitter  
**TURN  
OVER  
A NEW  
LEAF.**

Now offering leaf pickup  
and removal for your block.



ROBERT SONO DI SET  
**BALKAN BEATS**  
SA. 14. 07. Lido

ASTRA! 21.07.  
**ASTRA!  
PARTY!  
HITS!**

805 | 905 | 2000H  
TRASHPOP | EURODANCE  
HIP-HOP-CLASSICS



07.09. 04 NOV  
4 ONCE



ASTRA! 21.07.  
**ASTRA!  
PARTY!  
HITS!**

805 | 905 | 2000H  
TRASHPOP | EURODANCE  
HIP-HOP-CLASSICS



15.08.  
CASSIOPEIA



ON YOUR MOW  
to car. menage

UNDEFUC



# YOU'RE IN GOOD COMPANY

PRESLEY  
ELVIS A

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**DON'T CALL  
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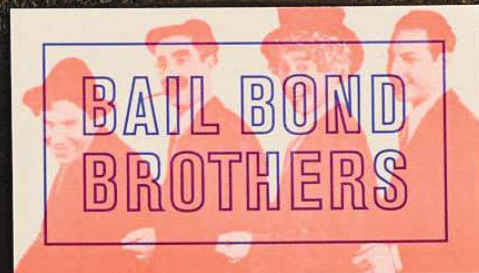


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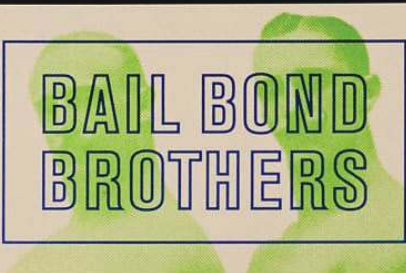


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THE PRO. TORONTO  
JAMES HENDRIX

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This business card  
will biodegrade  
in 10 weeks



Gemma Spring

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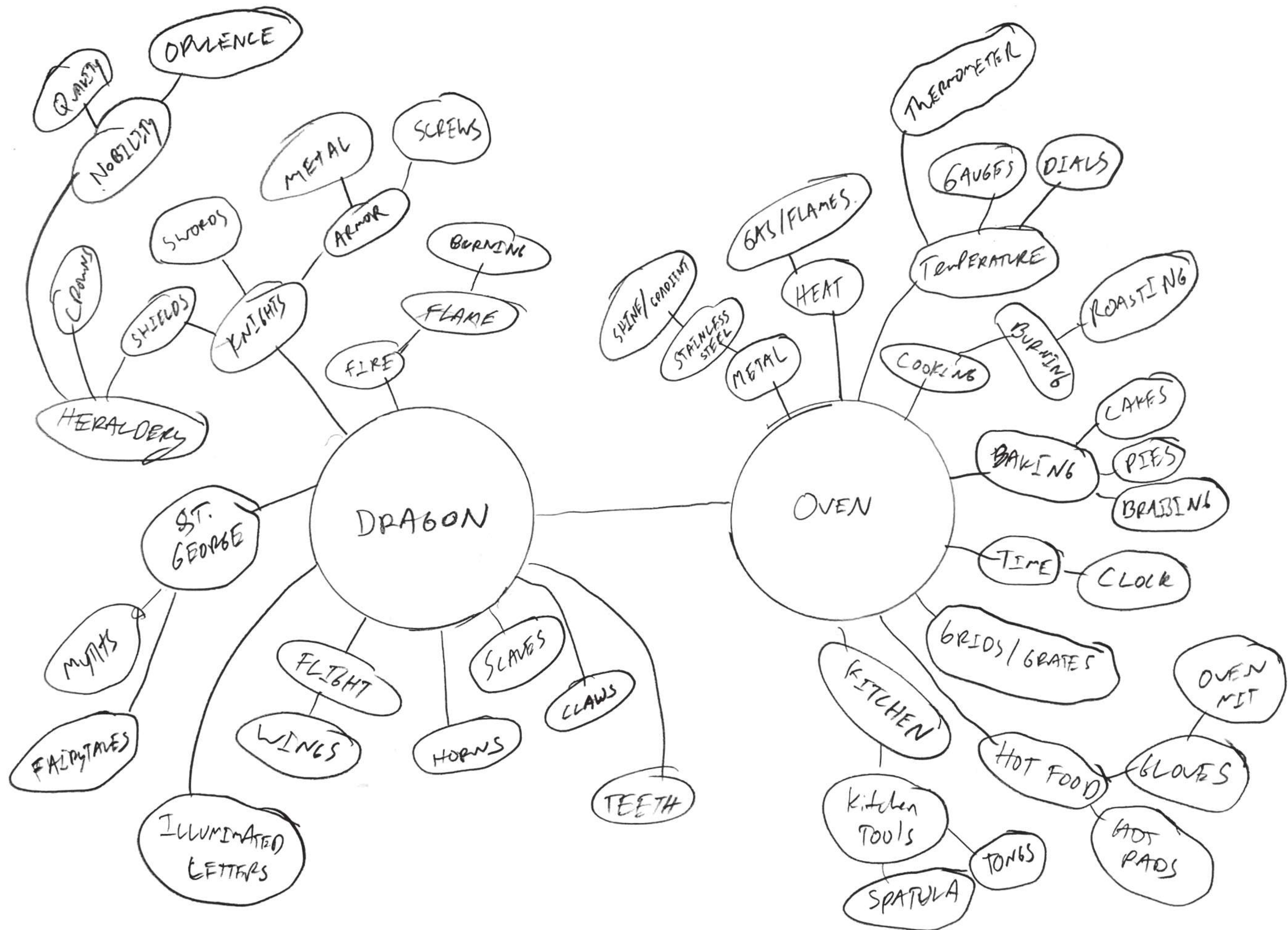
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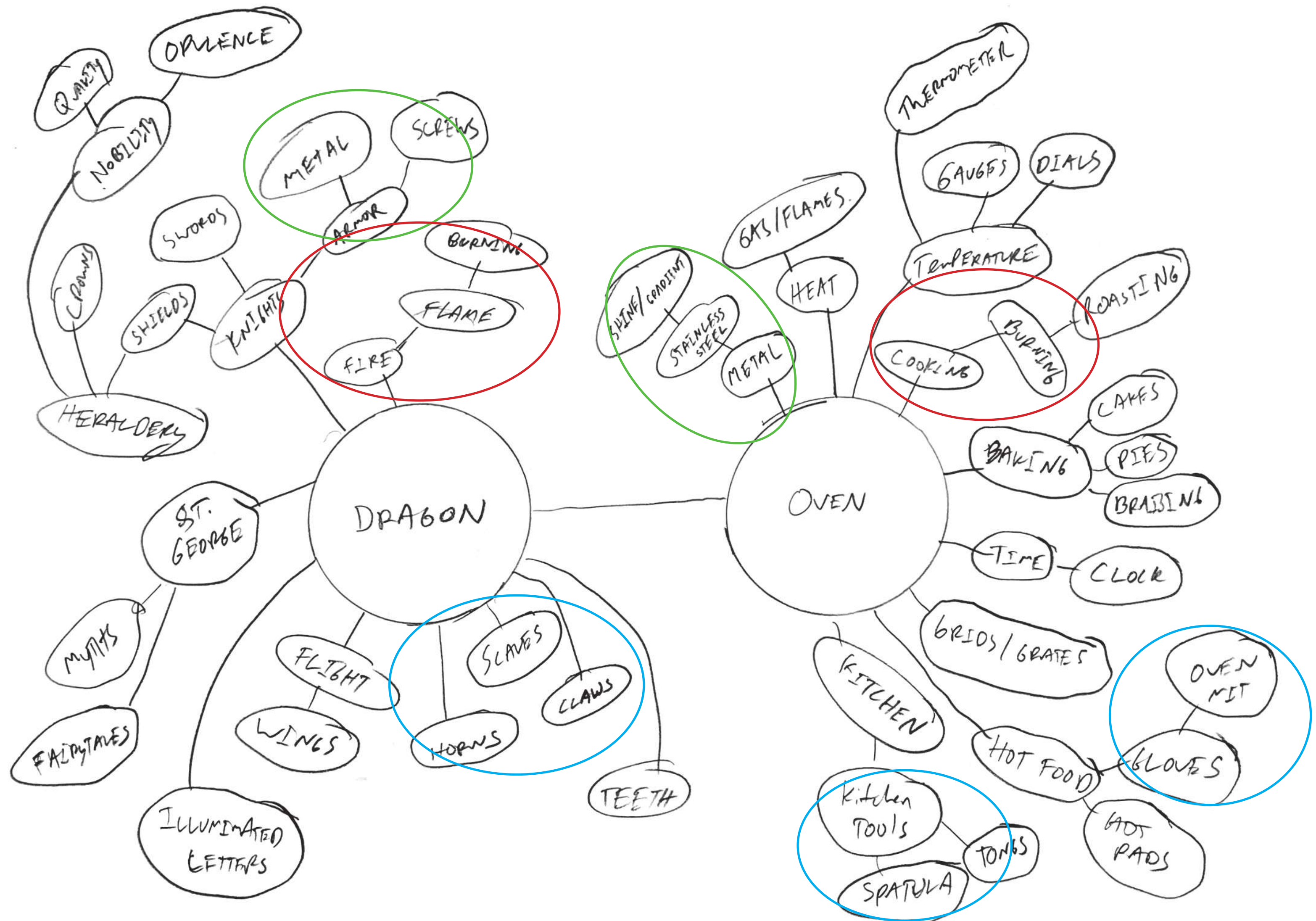
Concept is King.

The goal of this stage is to generate a lot of ideas!

Don't limit yourself or spend too much time thinking about whether or not things will work yet.





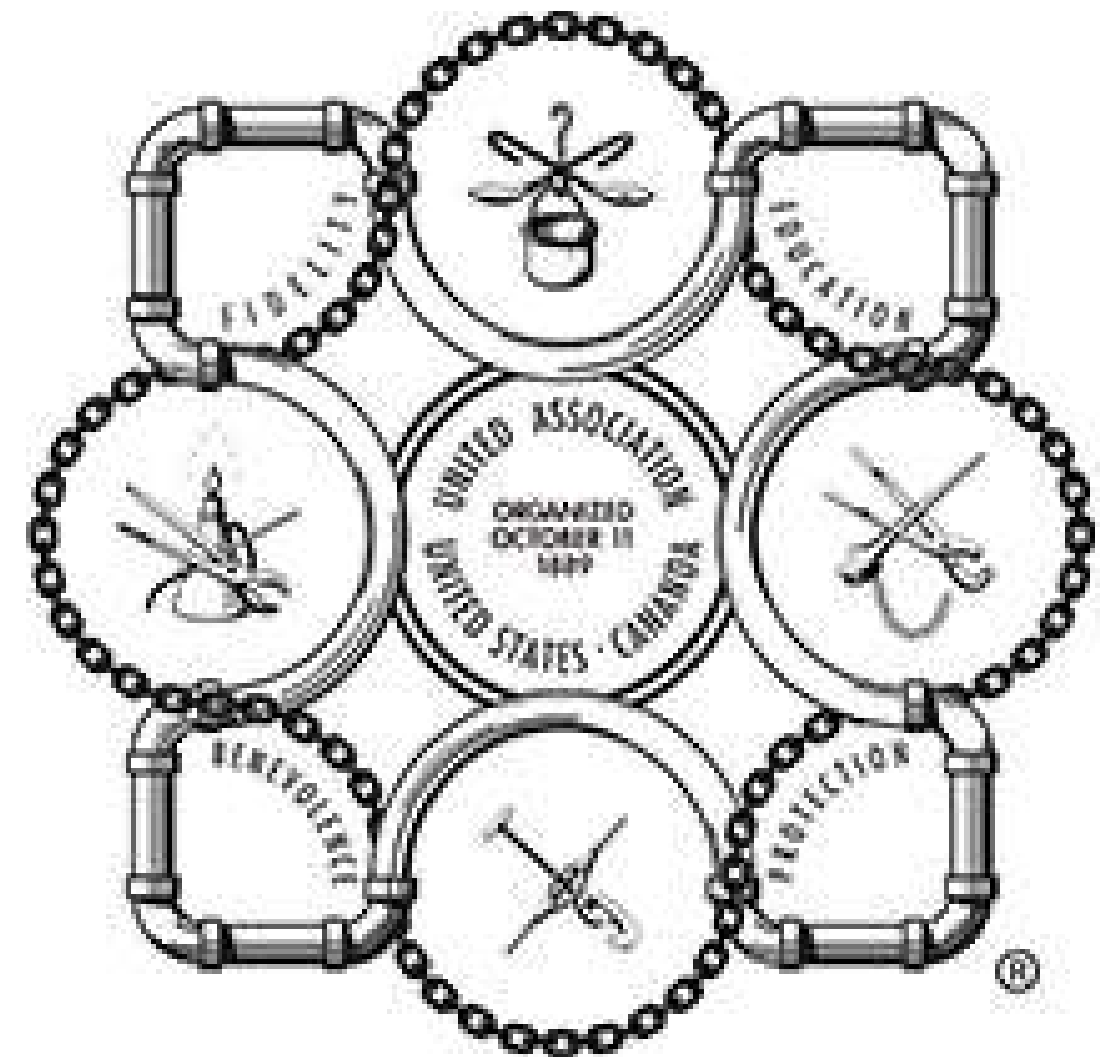
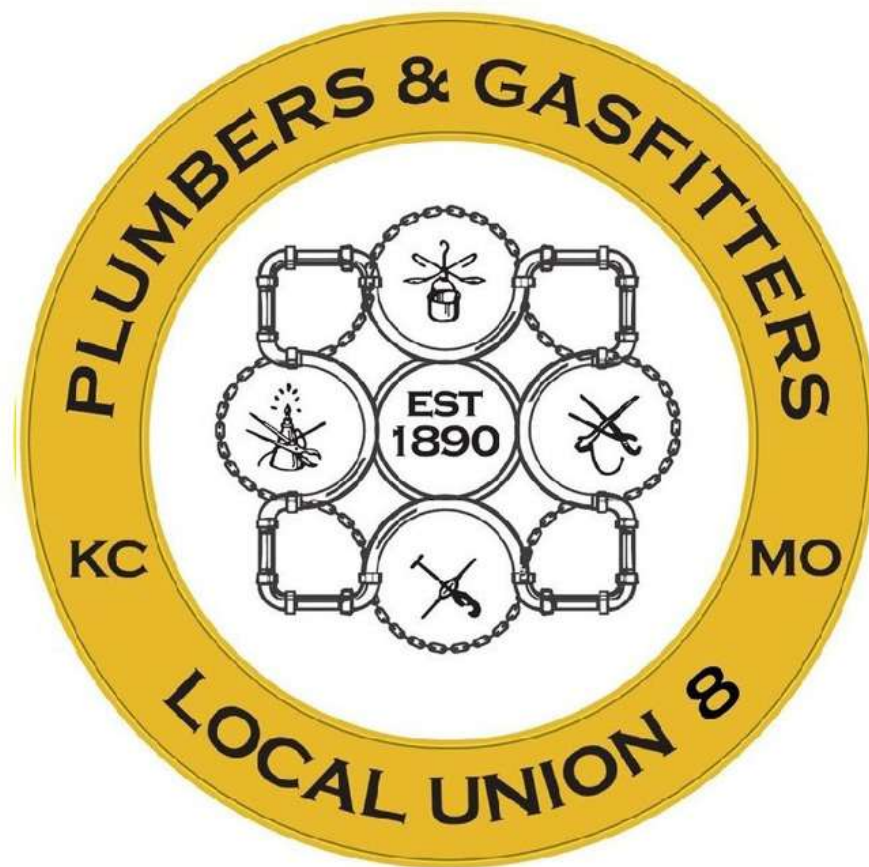


# Other Associations:

- Zodiac Dragon / Chinese Culture → Gunpowder Fireworks invented in China → Firework Packaging Inspiration?
- Medieval Time Period / Mixing Metals → Swords and Weapons / Blacksmith / Knights in Armor / Shields
- Welding / Oven Construction → Unions (Iron workers / Pipefitters / Boilermakers
- Recipes / Passed Down Generations







## **What are moodboards?**

→ Moodboards are a design tool used to gauge a clients receptiveness to a visual and conceptual idea.

## **Why do we do this?**

→ Moodboards allow for focused exploration. Instead of exploring every possible idea you get to go into a project with ideas that have already been tested.



## What are moodboards?

→ Moodboards are evocative. They display an attitude, look and feel, and a specific voice. I hate using the word "vibe" but moodboards are designed in a way to show a client the "vibe" of your brand.

→ How would your brand talk?

→ What kind of music would it listen, what movies would be its favorite, where would it shop to? These answers don't necessarily exist in the moodboard but they can help you understand what would fit.

## Questions to ask.

- What does this image feel like?
- Where does this image come from?
- How does this image fit with others?
- Can I crop this image to focus the client?
- What is the source material for this image?
- Does this image lead me to solution?

**Think about different ways to visualize the same conceptual idea.**

**If your concept focuses on deconstruction.**

**How could you represent that?**

→ Images distorted or deconstructed?

→ Type deconstructed.

→ Type breaking the grid.

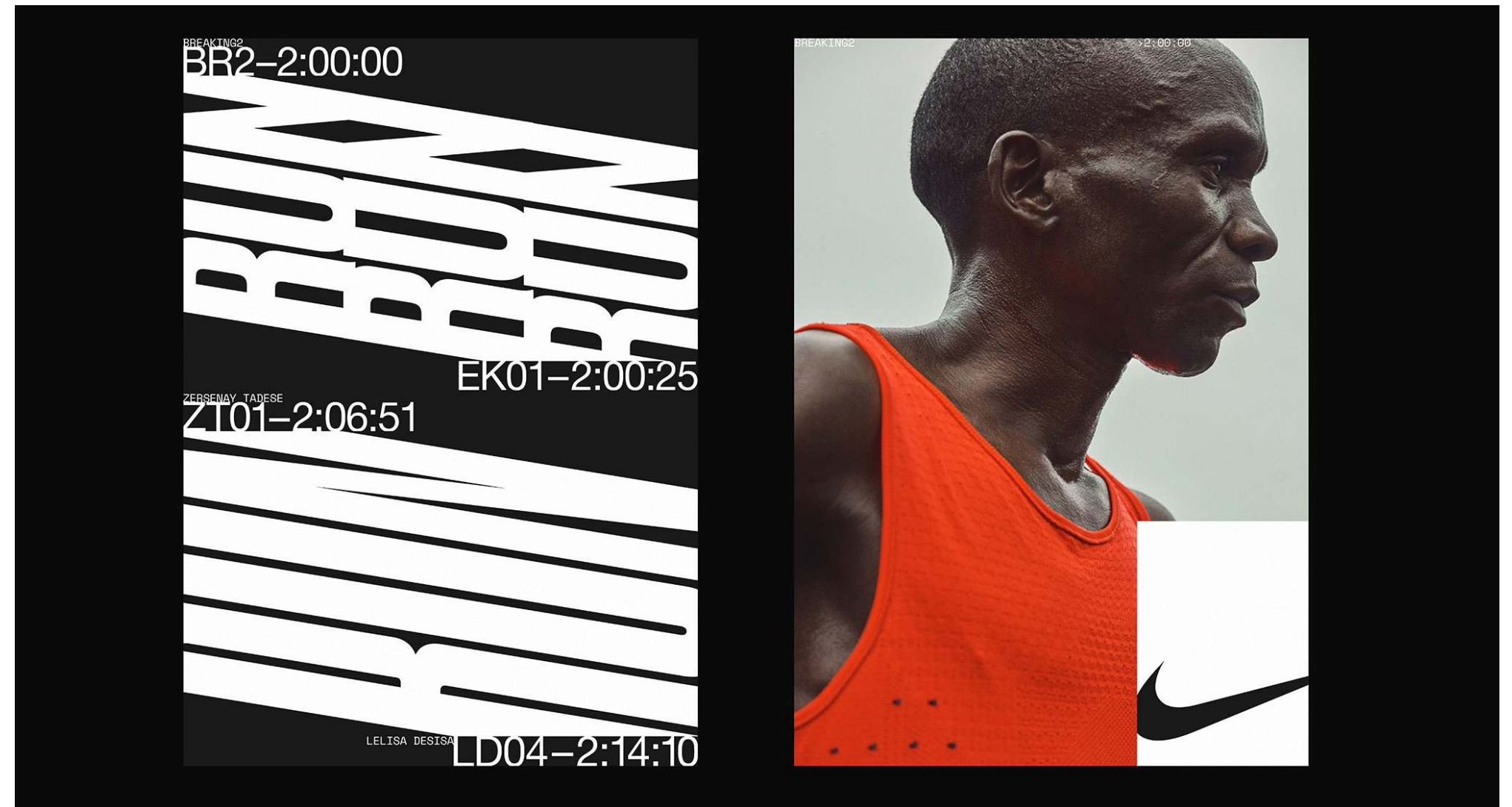
→ Pattern representative of broken down.

→ Layouts referencing taking something apart?

→ Exploded Drawings / Diagrams / etc.



→ Athletic / Performance

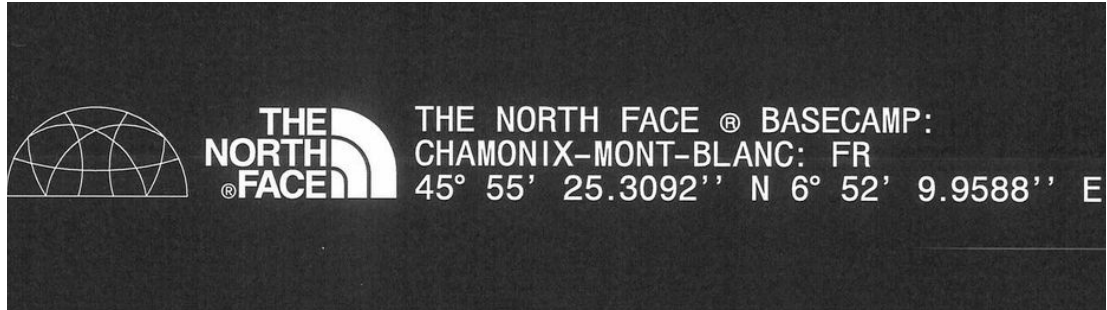
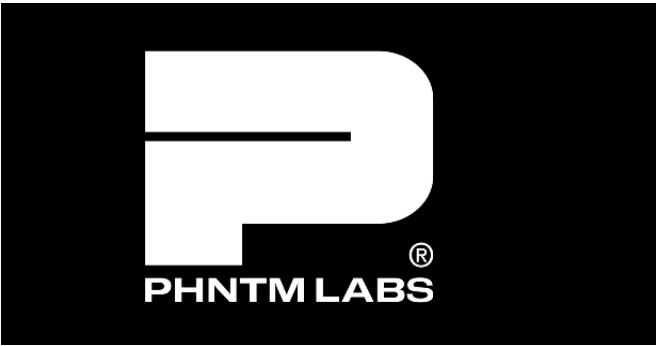
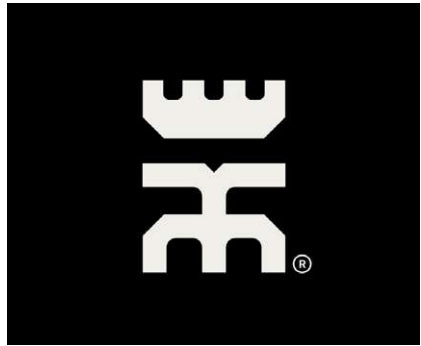
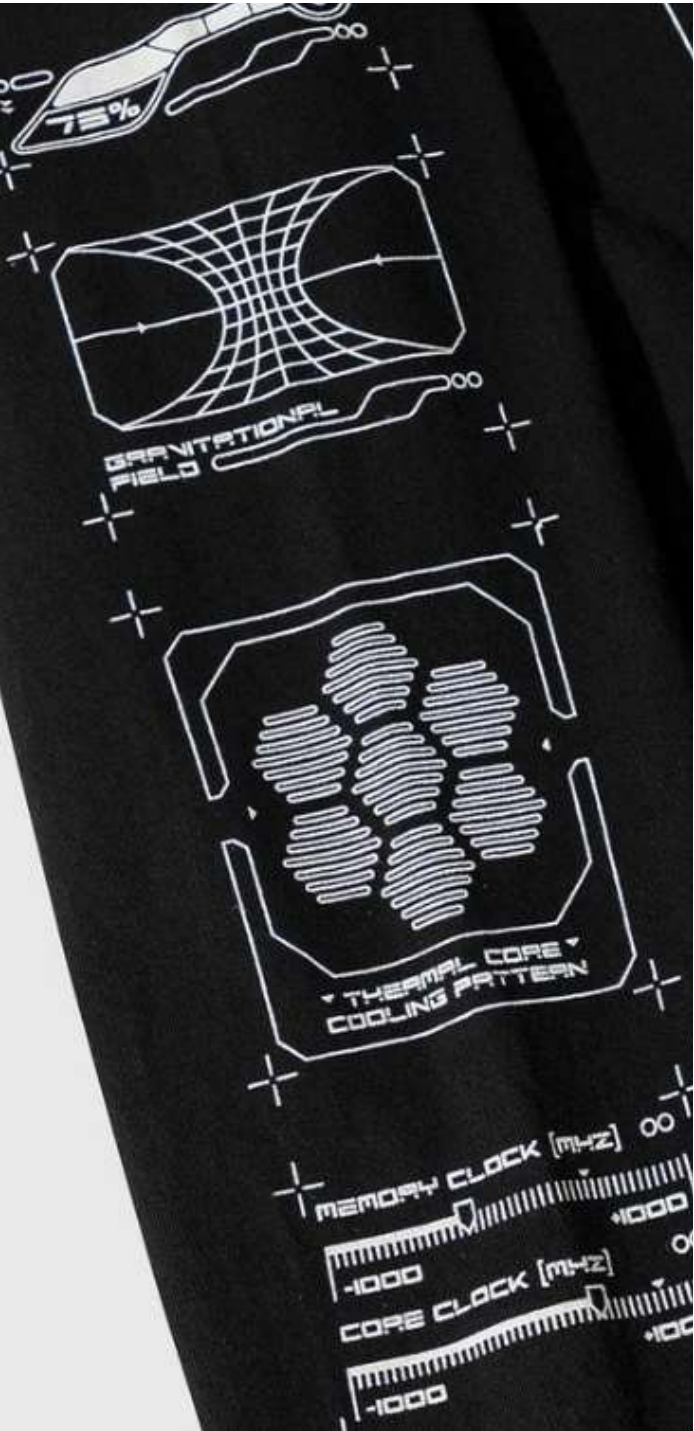
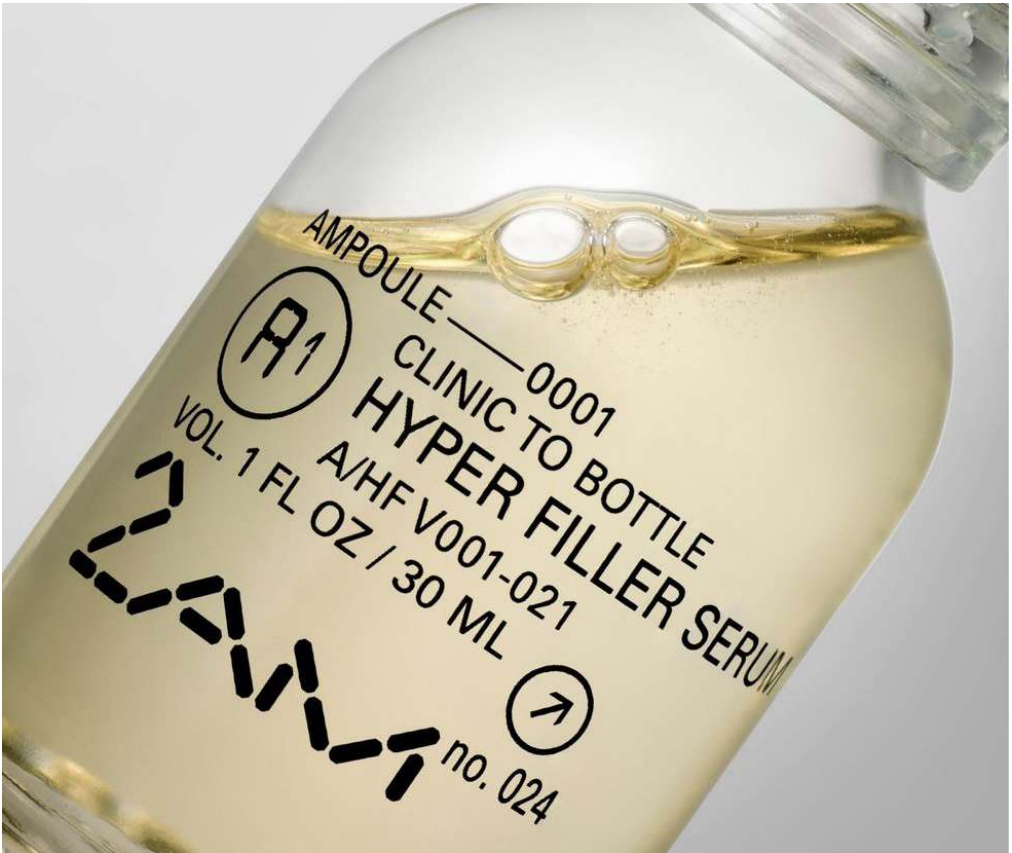
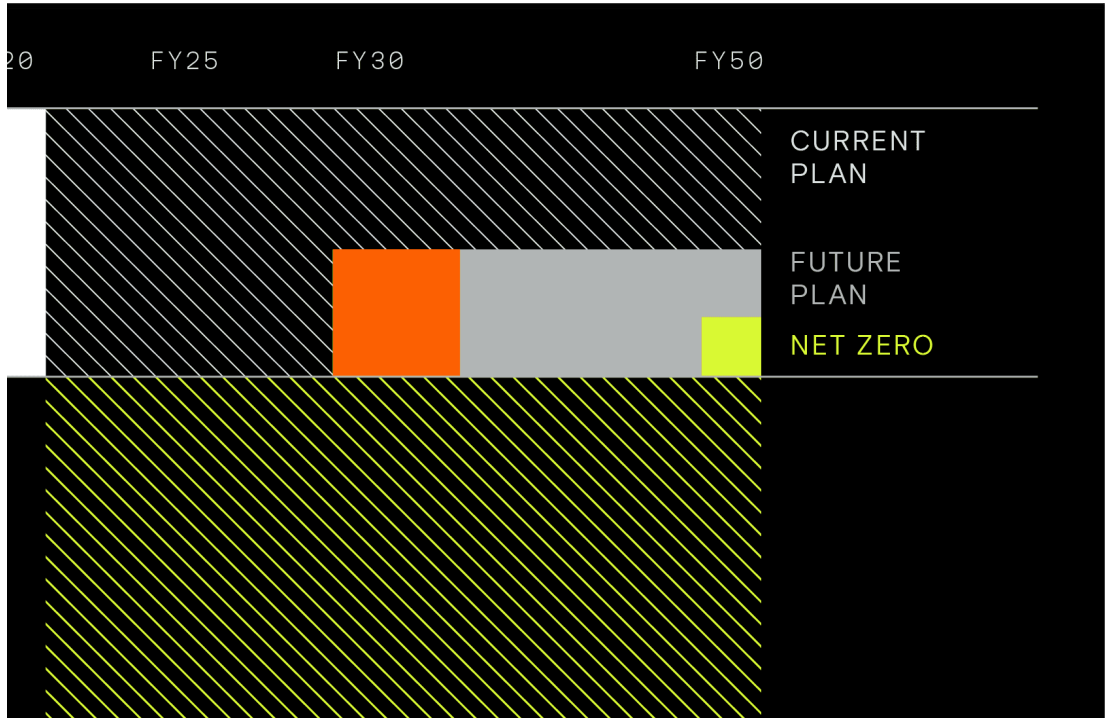
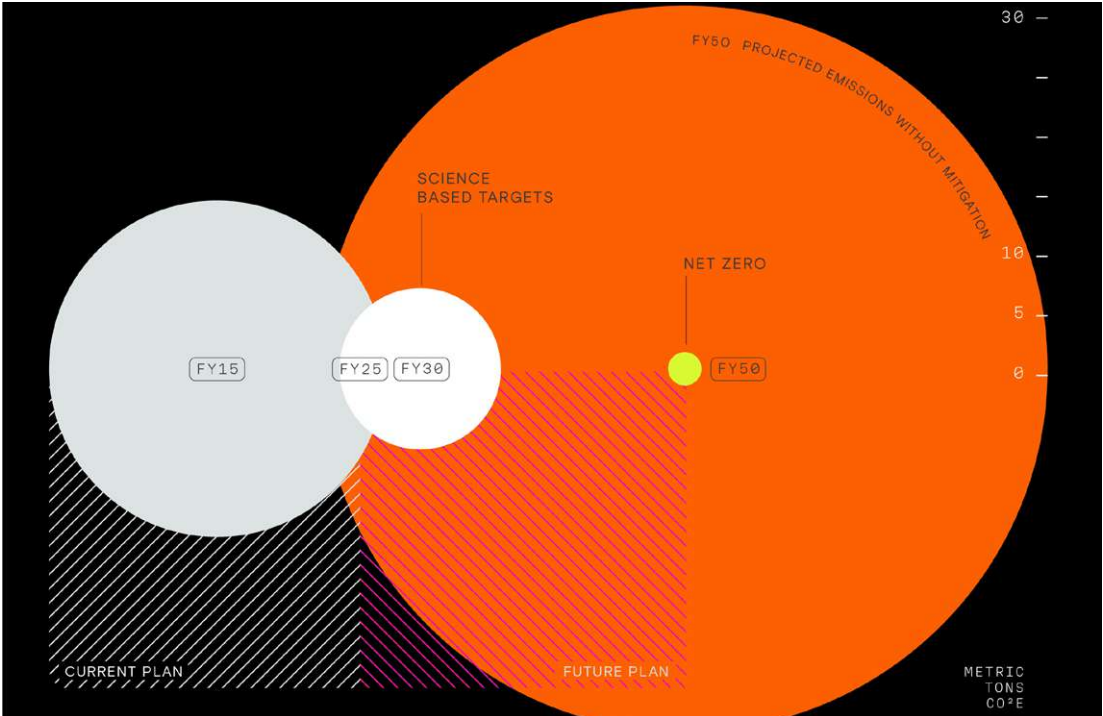


## **CONCEPT 1: THE SCIENCE OF SWEAT**

Modern athletes are aided by advancements in technology, data science, and nutrition science. How athletes perform is directly correlated to the training and nutrition they get off the court.

This concept embraces the science and data driven nature of modern sports as well as highlighting ingredients in benefits in a graphic way.





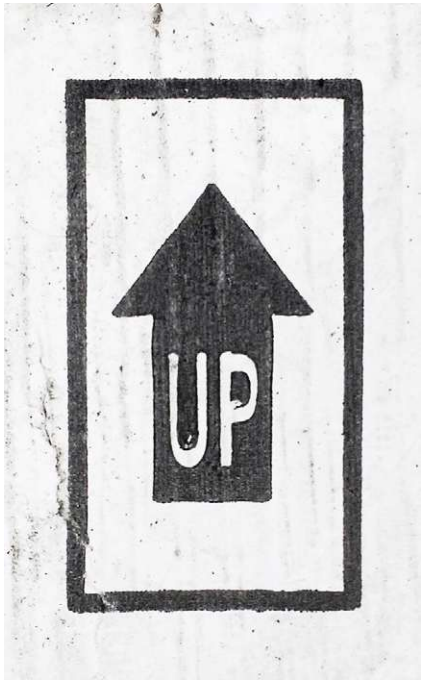
## **CONCEPT 7: FASTER, BETTER, STRONGER, LONGER**

Inspired by the regimented and technical training of military training and training for sports this concept is rugged and industrial with a utilitarian / no frills design approach.

No Frills, Just Fuel.



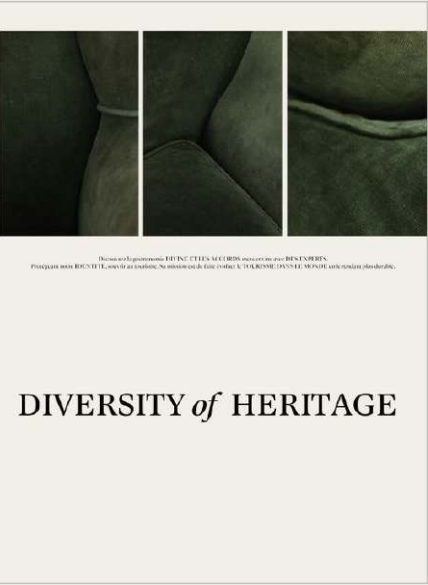
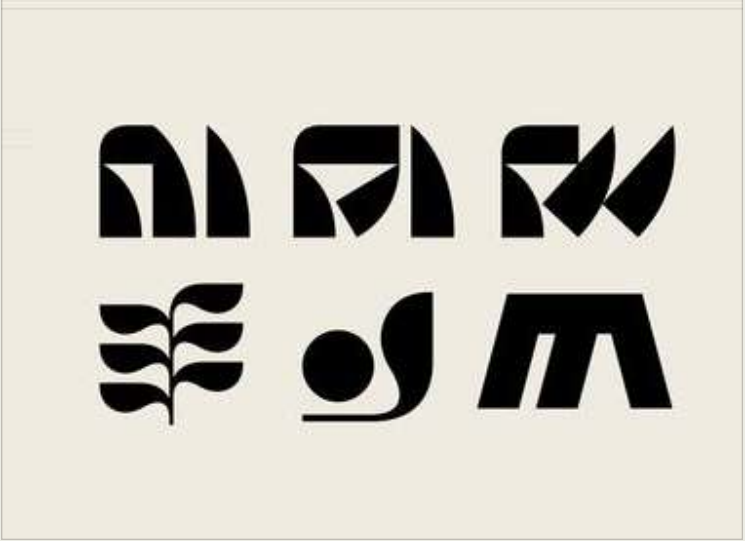
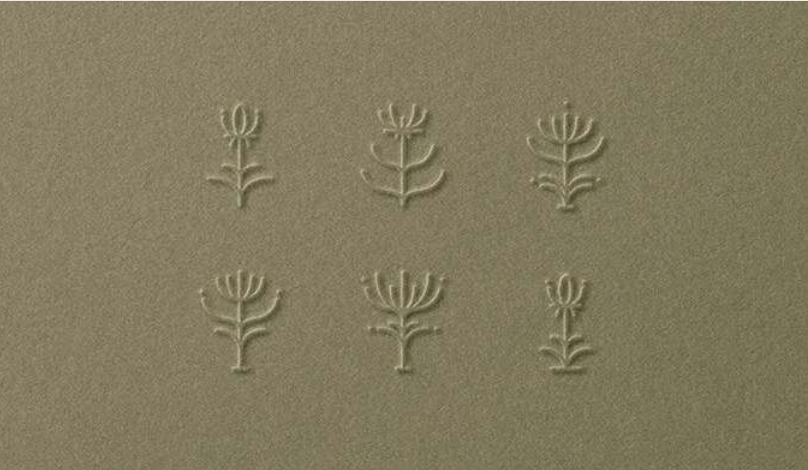
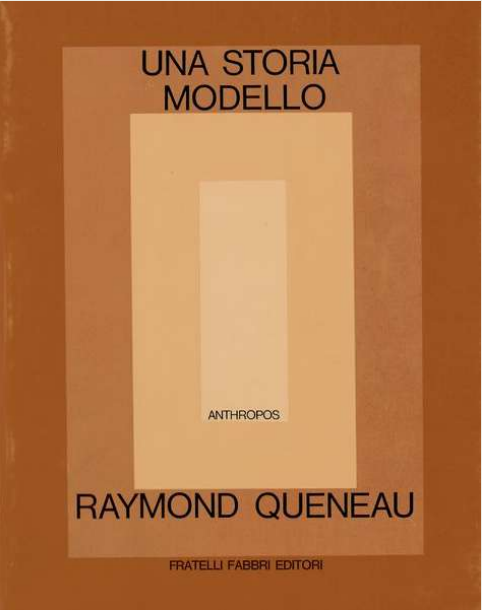
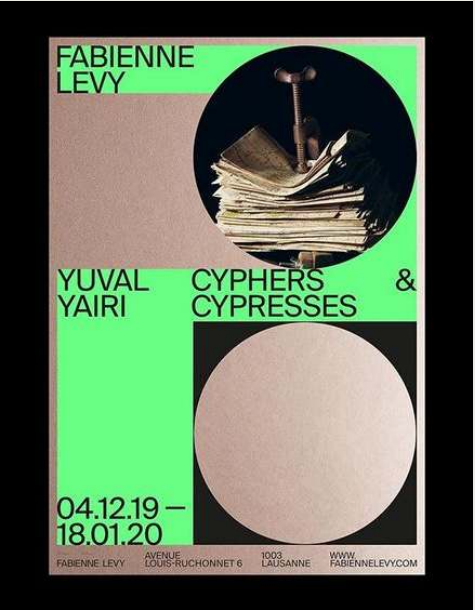
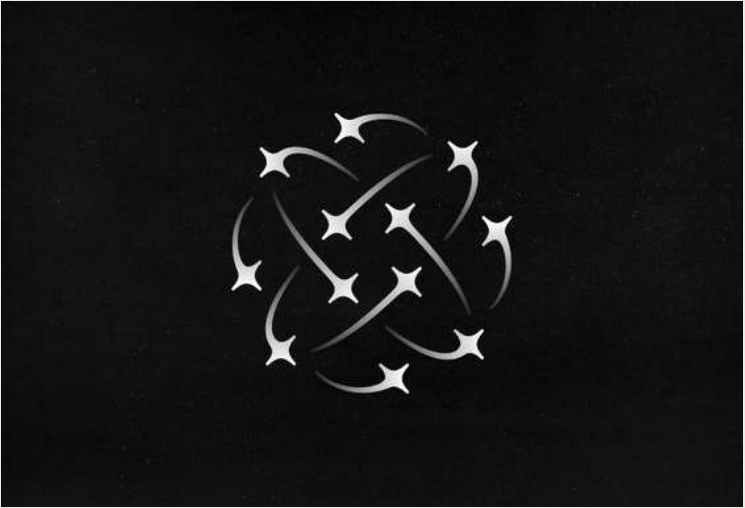
# CALL OF DUTY®



RUSSIAN  
AIR FORCE  
SU-26









Smith & Diction

Moodboards—Direction One

