

Branding System Presentation

[Instruction]

1. Brand Identity Process + Visual Branding Mockup Web Spread Page Presentation

Requirements:

- Logo Mark
- Design Brief
- Logo Usage
- Icons
- Color Palette
- Font Family
- Brand Essence Statement
- Business Card
- Stationary Letter Head
- Other Two Stationaries
- 3 App Pages
- 3 Web Pages
- Other Two Mockups

Program:

Illustrator/Indesign

Sample/Reference:

<https://www.behance.net/collection/176377283/Branding-Identity>

2. Video Voice Over Presentation

Screen Recording Voice Over Video:

- MP4 or MOV Format
- 3 Minutes Limitation

Program:

QuickTime Player or others

Requirements:

- Design Concept
- Process
- Issues/Challenges
- Knowledge Learned

Sample/Reference:

<https://www.youtube.com/watch?v=hgGSyEbel0E>

Size/Format:

- One Spread Page
- Width: 1240 px
- Length: Max 5120 px
- JPG File with 300 dpi
or PDF with Interactive Export.

Dimension
(Web Unit: px=pixel)



Add footnote on the bottom:
First and Last name, Art 323A, Spring 2020