

**GD 3411 Corporate Identity**  
**HW02 • Brandmark Re-design Intro • Part 1**

Based on the findings of your HW01 research, select one of the marks to redesign. Make a list of 40 to 50 words that describe qualities and “personality” of the company or product. Think about themes and categorize the words. You will use these categories to set up an idea matrix as demonstrated in class. DO NOT rely solely on your existing experience with this brand. You must do research to learn more about the product(s), other companies/products in that industry (i.e. the competition), and the history of the company.

The goal of this stage of the assignment is to collect ideas and research in three forms: words, pictures, and sketches.

***Due beginning of class Tuesday 4/14***

- ( ) a word list of 40–50 terms
- ( ) find and prepare 20 visuals that are inspired by your word list or that remind you of items from your list. The visuals can be: Photos, drawings, styles of typography, color swatches, textures, color combinations, found imagery
- ( ) a few idea matrices full sketches organizing your categories with the five classifications of trademarks