

GD 3411 Corporate Identity HW03 • Case Study Presentations

Each group is responsible for a presentation based on one of the case studies in our book, "Designing Brand Identity". This will enable us to take a good look at a variety of examples that have been successful.

Everyone here has had speaking as well as research experience, so I am looking forward to some good presentations. Make sure to prepare because the quality of the presentation counts as 30% of the overall grade. The content is the other 70%.

Have fun with it and be willing to be creative with your presentation. I am open to not-so-average ideas.

Process

The case studies can be found on pages 134–219. Each group will choose one case study as the starting point of your presentation. You will need to do further research and include information from at least 3 other sources in addition to your textbook. Remember the Library and research databases we have already talked about, as well as web sites and other online resources.

Objectives

- A minimum of 10 pages.
- Cite 3 sources of information *in addition to* your textbook.
- Presentations must be 10–15 minutes in length.
- Presentations must be educational and informative in nature. They may also be entertaining and fun (be creative).
- Include information about:
 - the history and background of the brand
 - the objectives of, and the concepts behind it's identity
 - the designer(s) and their process
 - your group's opinion and analysis of the identity
- Ask the audience a minimum of 3 review questions at the end of your presentation.
- Presentations are organized, rehearsed and exhibit a professional approach overall.

Due Thursday Week 06 (5/14)

- Your group's .ppt of .pdf file on the Drop Off drive