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NAKED TRUTH SOAP FOR MEN: BRAND IDENTITY

Jenna Passmore

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NAKED TRUTH SOAP FOR MEN: BRAND IDENTITY

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

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and Renée Crown University Honors
May 2010

Honors Capstone Project in _____ Graphic Design_____

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Greg Hedges

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Honors Director: _____
Samuel Gorovitz

Date: _____

ABSTRACT

The essential idea of this project is to develop an entire brand identity for a fictional soap company for men that I created called Naked Truth. A brand identity encompasses visual components like logo, color and design aesthetic that help a brand stick in a consumer's mind. In the real world of advertising, the concept of a brand identity is at the forefront of any advertising a company releases. Consumers are inundated with hundreds of ads everyday, so it is important for a company to know who they are and whom they want to sell their products to in order to succeed.

I sought to achieve a strong, cohesive brand identity for Naked Truth by completing five projects to solidify the company's brand. I modeled this concept after the current state of branding in the graphics world. These five projects were: label and packaging design for Naked Truth's products, in-studio product shots of these products, a comprehensive ad campaign advertising Naked Truth's three soap scents, a motion graphic that is a brand reel that introduces the company to the consumer, and a website to house all of these elements.

Mastery of all of these facets of design is highly important in branding a company. It is very common now for one ad agency or design firm to play an important role in the product from the very beginning. In completing this one project that actually involves multiple facets of design, I wanted to position myself as a multi-talented designer who is capable of working on all aspects of a brand.

I completed these projects using the Adobe Creative Suites (Photoshop, Illustrator, Indesign, After Effects, Dreamweaver and Soundbooth). This project represents the merging of many skill sets--print design, package design, photography, advertising design, copy writing, motion graphic design, 3D animation, photoshopping, sound editing and web design.

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1) WHY I MADE THIS

The initial conceptualization of this brand identity project was for a class assignment in Fall 2008. The assignment was to use mostly typography to design either a soap product, a tea product or a line of apple ciders. At first, I just tried to make a “fun” tea product design without actually thinking about the kind of brand that I wanted my soap to have. I scrapped this idea and decided to give myself the challenge of designing a soap product pointed towards a demographic that I was not familiar with—men ages 18-34. This idea of using branding to target a demographic came from my background in advertising.

As a graphics student at Newhouse, we are allowed to take classes outside of our major, and I think that this entire capstone project is a reflection of the diversity offered in the Newhouse curriculum. In thinking about what I wanted this project to include as I tried to expand it to an entire brand for the honors capstone, I consciously made sure it would put my multiple skill sets learned in school to good use: advertising design/advertising writing, the TRF (Television, Radio and Film) side of motion graphics (which is geared more towards animation), photography and web design.

2) CONTENT DECISION

The message that I am trying to communicate to my demographic audience-men ages 18-34 is that my company knows that they want to look good, but most of them don't want to look like they put hours into their appearance. The reason I named the company Naked Truth is because, not only is it a product that's used

while the person is naked, but also the “naked truth” is that this soap company knows the truth about what their demographic is thinking when they’re getting ready in the morning (that they want to look good), we just won’t make it obvious to the outside world. My company has a line of soap products including shower gel, soap, face wash and shampoo—I thought that these four products represented the most basic hygiene products a man in my demographic would use. For example, a product like mousse would not be included in my company’s products, because it is an “excess” product.

My typical design style is very intricate. I put random things together (that probably shouldn’t be put together) and make it work. For example, during this same GRA 537 Typographic Layout class, I had to represent the month of October. To do so, I designed a spider web made out of thousands of mini Vs. With the packaging for Naked Truth, I wanted to challenge myself to keep the package labels very simple, and not let my design style manifest itself until the ad campaign and brand reel motion graphic. I think my package design communicates to my audience that it is a very no-frills kind of product. I made my products shelf-friendly, as the products and scents are color-coded. The quirkiness of the brand shows through in the ad campaign and brand reel.

a) PRODUCT NAMES

I put a lot of thought into the names of these products. The first aspect of these names is the idea that there are three main soap/shower gel scents. I named these scents to represent three common scenarios that come up in a man’s life. Poker Night is a cool-scented product that a man would want to use to smell clean

around his friends, but not too fancy. All of my products have a quote associated with them. The quote I paired with Poker Night is a quote from Shakespeare's "The Merry Wives of Windsor:" "Your hearts are mighty, your skins are whole" ("The Merry Wives of Windsor," Act iv. Sc. 1). I thought that this quote spoke to my demographic, and I liked that it mentions skin, since this product is in fact a product meant to be used on the skin. First Date is a sweet-scented product that is meant to appeal to the special woman in a man's life. The quote I used for this scent is "A gentleman is simply a patient wolf." I thought that this quote went well with the idea of First Date, since my demographic would use this soap to impress a woman. Job Interview is a smooth scent that is meant to keep a man smelling good even in a stressful work environment. The quote I chose for this scent is from Shakespeare's "Hamlet:" "What a piece of work is a man." I liked this quote because the larger quote was very representative of my intelligent demographic: "What a piece of work is a man, how noble in reason, how infinite in faculties, in form and moving how express and admirable, in action how like an angel, in apprehension how like a god!" ("Hamlet," Act 2, scene 2, 303-312). I also liked that this quote included the word "work," which associates well with the idea of a job interview.

The name of Naked Truth's face wash is Monday Morning. A busy man needs to put his best face forward at the beginning of the work week, so I thought it was appropriate that my demographic would look to this product to help them start their day on the right foot. I used a quote from Mark Twain for this product: "A man's face is his autobiography." I love this quote and the idea of pairing it with

a product that is all about the consumer's face. Not to mention, any quote by Twain fits in well with Naked Truth's brand identity. In coming up with a name for the shampoo product, I deliberated for quite awhile. I finally chose to call it Unconditional Love. My demographic wouldn't use conditioner. I liked the idea of hinting at the fact that this shampoo is the bare bones hair product my demographic needs to pull off great-looking hair. The quote used on this packaging is: "He made enemies as simply as soap makes suds." I chose this quote because it suggests that the use of this product makes other men envy the appearance of Naked Truth's consumers.

b) TYPOGRAPHY

The two typefaces I used—F25 Executive and Futura Std.—reinforce the no-frills feel of this company. I chose F25 Executive for my wordmark because I liked the typewriter feel the font had and I thought that went well with the wordiness of my packaging. I also liked that the font was a little "fuzzy" and the shapes of the type are not perfect. If you look closely at the wordmark, it kind of looks like it's moving, or, as I like to think, shivering. I thought this was appropriate, since the product is to be used when the consumer is naked (and sometimes cold!) in the shower. I made the "truth" in all caps to provide a sturdy base that the naked could sit on nicely. I also chose not to use any capital letters (unless the word was all caps for emphasis) because I wanted my product to be very laid back.

Like my audience, my product is laid back but smart and diverse. I wanted my packaging to look intelligent with style. To maintain the fine balance between the fact that my audience embraces their rough manhood, but they also clean up nicely, I chose to use

Futura Std since it is a clean, more modern looking font than F25 Executive.

c) COLOR

My use of color is very important in my product line, as it helps the consumer know what product there are using and, in the case of the soap and shower gel products, what scent they are using. "Poker night" is blue. "Job Interview" is yellow. "First Date" is red. I chose to use orange for my face wash and green for my shampoo, since there is only one original scent for each of these products. I used black and white throughout every product to link them all together visually, since black and white contributes to the no-frills aura of my product. Even my choice of color use in this packaging represents a very basic design choice, since the scent colors are primary colors.

d) PACKAGING

I printed the labels for this packaging on regular printer paper, but I spray mounted the paper to another sheet of paper to make the labels thicker, which makes the labels look more realistic. I rounded the edges of my labels so that they matched the contours of my packaging.

I assembled all of these products myself. I went to stores like Target and Walmart to find bottles and other types of packaging I thought my fictitious company would use. The shower gel bottles are actually bottles from another soap company. I picked them because they have a rounded square shape to them, which fit well into the aesthetic of my rounded-edged, square labels. I also loved the wooden tops on these bottles. I thought they added a nice quirky flare to the otherwise simple black and white design of the bottles.

The face wash bottle was a rinsing foam bottle from Neutrogena, and the shampoo bottle was a conditioner bottle from L’Oreal. The soap containers were travel-sized q-tip holders. The soap inside of them were Ivory soap bars that I shaved with a cheese grater to give them a rougher, more hand-made feel to them.

My soap would be sold in average stores where men run errands—like Target or Walmart. I think that my brand would have shelf appeal because of the unique square shape of the shower gel bottles, shampoo and face wash and because of the see-thru packaging for the soap. (I chose to have see-thru packaging because with a company named “naked truth,” they shouldn’t have anything to hide about their product and the consumer should be able to see it on the shelf. The edge that this line of soaps has over other products like it is the fact that the scents of the product are named after different aspects of a man’s life. The scents are named in a way that makes it a pretty foolproof way to get ready.

3) INSPIRATIONS

My audience (men ages 18-34) is hard-working in their field of work, smart, witty and very sociable. I sought to make the wording of the text on my packaging reflect this by writing the text in a way that makes it feel like the product is talking directly to them. I chose to whet their witty appetites with some of my favorite literary quotes for each product/scent from authors like Shakespeare and Mark Twain. I think that my audience, being the smart and witty folks that they are, would chuckle at these quotes and want to associate with a witty brand. I chose not to use the author’s name for each quote because

the point is that my audience already knows who wrote each quote, and they think that they are in on some kind of secret brotherhood because they use this product and know who Naked Truth quoted on their packaging.

When the time came to add some more personality and flair to my brand in designing the website and brand reel, I can now see that I was definitely influenced by my internship at Gyro Worldwide Advertising Agency (Now Quaker City Mercantile). When I was an intern there in Summer 2008, one of my biggest projects was collecting Victorian-style clip art for their personal brand, Hendrick's Gin. I loved the unusual way in which they used this clip art to make up silly scenarios of the kinds of "unusual" people that drink Hendrick's Gin. (Check out the Hendrick's Gin website to see what I'm talking about: www.hendricksgin.com. Since Hendrick's was actually owned by Gyro, they were allowed to get really creative with the entire branding process of this company, so I got to see some quality examples of how to effectively make and manage a brand.

I guess one more "inspiration" was really more of a "nospiration." I've gotten very tired of axe commercials involving derogatory depictions of groups of young women who fawn over men who use their products. Recently, Axe came out with a chocolate scented shower gel, and their commercials depict the man who used the shower gel as made of chocolate, and throughout the day all of the women around him tore off random body parts and ate them. This commercial was the final straw for me. I know my guy friends are better than that (or, at least, I hope they are), and I wanted to try to come up with a soap product that was still fun without being

outrageous or derogatory.

4) MEANING

A constant struggle for me throughout this entire project process has been that Naked Truth is a FAKE company. Why on earth would I put so much time and thought into a brand that won't ever exist? Why would I try to touch on every facet of what makes up the brand if, in the end, no one can actually buy it? Now that I am winding down with this capstone, I realize the answer to these questions that have been nagging me for months.

The reason I have done this project was to put all of the various visual communications skills I have picked up along the way in my career as a Syracuse University student and prove that they in fact ARE related. I am a triple major at Syracuse, majoring in Graphic Design, International Relations and Spanish. I chose not to include the International Relations or Spanish aspects of my education in this project because I wanted to "focus" on graphics. However, in doing this "focusing" I have found that, even within my one graphics major, I have always gone above and beyond course requirements to learn skills that were not asked of me to learn simply because I am passionate about learning.

I'm graduating from Newhouse with 15 extra credits—these extra credits represent the extra television radio and film, advertising, interactive communications and photography classes I have taken at Syracuse. Every semester taking at least 18 credits always sparked some tinges of regret at various points in the semester, when deadlines for these extra classes seemed to be infringing upon my

ability to complete deadlines for classes that were actually in my majors. However, I hope that this capstone will prove that these classes were not a waste, and in fact have helped make it possible for me to leave Syracuse a well-rounded designer who is comfortable with all aspects of the field.

Another important goal for this project was having something to show my family that explains why graphics is important. I have shown them random graphics and photo assignments, and I have always felt that, though they thought my poster design was "pretty" or my photograph was "cool," I never have gotten the sense that they see how graphics and photography applies to real life. I wanted to give them a contextualized project with a purpose so they can see the uses of graphics/photo at work (and they can be assured there actually IS a market for the skills I have acquired at this school and there money, in fact, has not been wasted on letting me be a graphics major).

5) PROCESS

Since this project is so large in scope, and I tend to try to do too many things at once, it was very important that I broke up this capstone project into five smaller projects that built upon one another. This worked out very well, because as the projects got more difficult and detailed, I had already been forced to firmly develop Naked Truth's brand identity through previous projects. For example, since I was so excited about working in After Effects, I tried to dabble with the motion graphic first. This effort ended poorly, because I didn't have any idea what the essence of my brand was! It was only through doing the ad campaign, where I decided to include a drawing of Mark

Twain, that I began to develop the concept of using clip art for my motion graphic.

a) PACKAGE DESIGN (SEE APPENDIX 1)

The first step in this process was to redesign my labeling. I had to make some tweaks to the layout of the text and I also rewrote the wording on the sides of the bottles. I removed the soap multi-pack and the bubble bath products from the product options, and I added shampoo. (It took me about a month to finally come up with a new name for the shampoo). I made the colors used on the labels a little more bold, because when I added the shampoo into the mix, I decided to make its signature color green, and I changed the face wash signature color to orange. In trying to pick the orange color I wanted, the color tint I used on the other colors didn't look very good with the orange.

b) PRODUCT SHOTS (SEE APPENDIX 2)

My next step was to venture into the Newhouse photo studio for the first time and take product shots to be used in my ads, website and motion graphic. After getting some photo friends to give me a crash course in using the light packs to avoid electrocuting myself, I took these shots on the light table in the studio. My goal with these product shots was that they would be easy to cut out in Photoshop, and were lit well enough in the studio that I did not need to do too much post production edits in Photoshop.

c) ADVERTISEMENTS (SEE APPENDIX 3)

Once the package design and product shots were done, I began laying out the ads as well. It took me longer than expected to develop the ads. It was at this point that I began to realize that the "simple"

black and white design I chose for the labeling lacked the necessary wow-factor to get a consumer to look at these ads. I wanted these ads to run in a variety of men's magazines like GQ, Wired, Game Informer, Esquire and Men's Health. It was at this point that I decided to research Victorian-style clip art and create a library of clips that I could use to enhance the brand. I chose to go this route because, in looking at other ads featured in these men's magazines,

I wanted to design an ad campaign that looked nothing like the ads I saw in these magazines. A typical ad in a men's magazine tends to use heavily Photoshopped photos. I thought that designing an ad that used a white background and drawn elements would stand out greatly from the typical ads featured in these magazines. While researching all of the clip art, I also dabbled with the idea of creating themed Mark Twains that went well with each soap scent, since each ad was advertising one of Naked Truth's scents. I found a green poker visor for Poker Night Mark Twain, a long-stemmed rose for First Date Mark Twain and a tie for Job Interview Mark Twain. I photoshopped these elements onto the Mark Twain sketch to make it look integrated into the sketch. I hope that the taglines and speech bubbles I used in these ads would reinforce the conversational tone I set with the copy I put on the labels of the products. This tone also translates to the campy, eclectic motion graphic brand reel.

d) WEBSITE DESIGN AND CODING (SEE APPENDIX 4)

While fixing the product labels, adhering these new labels to the old bottles and waiting for divine inspiration for the shampoo name, I began the process of laying out the website. I mocked up the entire site in Photoshop. I added more textured elements on the

site by including the bathroom tile background. I wanted to make this site have a lot of depth to it to keep in line with the aesthetic of the motion graphic, which I made faux 3D. I achieved this by making my product shots pop out of the frame.

Once the design was completed in Photoshop, I began coding the website with my advisor, Greg Hedges. Initially I felt confident in coding the site. I have taken one introductory class in website coding and I spent a solid three weeks designing the website in Photoshop. However, coding the website was by far the most difficult part of the entire capstone project. Not only am I very new to web coding, but also the coding technique I was used to, which uses tables, isn't the most efficient way to code a site. Greg helped me through learning how to use div tags and style sheets in order to have more control over translating the design of my site into code.

e) MOTION GRAPHIC (SEE APPENDIX 5)

I actually decided to rework my project schedule a little and start on the motion graphic before I finished the website. I had begun to get quite frustrated with the coding process, and I thought that the change of pace would rejuvenate my drive to complete the site. Luckily, I did my ad designs first, so I had an entire catalogue of clip art that I had collected for the ads that I could animate in the motion graphic. This was only my second project in After Effects.

The first time I worked in After Effects, I made the mistake of not sketching out my ideas before beginning work in the program. This time around, I intricately storyboarded the entire motion graphic. I even printed and cut out all of my clip art options and pasted them onto storyboards to better visualize what I wanted the final product to

look like. Also, I wrote and recorded the script for the motion graphic while I was still photoshopping the clip art. When I use the term “photoshopping,” in the case of this motion graphic, I am referring to the following: cutting out clip art from backgrounds, applying artistic brushes to objects to make them fit into the sketched look I was going for, cutting more detailed clip art images into appropriate layers so that they were easier to animate in After Effects, putting the sketch of Mark Twain onto various items like playing cards and the one hundred dollar bill. In other words, I would say the photoshopping of all of these images was the most intense part of this motion graphic. All the way up until a few days ago when I completed the motion graphic, I was STILL photoshopping some of the images.

An unexpected skill that I had to acquire for this capstone project was recording and editing sound. My friend Max Nepstad taught me how to use a professional recording device I checked out from the photo cage at Newhouse. This device, called a Marantz, is a compact flash audio field recorder that professional videographers use. I thought it was important for me to learn how to use this device, as it is one that I will be using in the field to record high quality sound for motion graphics and video projects. Max also provided the voice of Mark Twain, so once we recorded the script a few times through, I then had to figure out how to edit these raw sound files. I decided to teach myself the ins and outs of Adobe’s Soundbooth program, which works pretty seamlessly with the After Effects program.

I was surprised at how quickly I got the motion graphic animated. This was my second graphics project, and the first time I worked in After Effects, I wasn’t familiar with the use of 3D and camera

layers. However, I am now somewhat knowledgeable of working in 3D after taking a TRF special effects class last semester. The most difficult part of the animation process was syncing the motions to the sound, which I had to compress because I realized Twain's speech was too slow. One other major source of difficulty was Twain's moving mustache—not only was the actual syncing of the mustache to the sound difficult, but I had to re-layer all of the Photoshop files including Twain. However, making Twain's mustache move was a very important element for me to include in this motion graphic. I wanted to make this motion graphic more than just moving objects; I wanted it to fall into the more difficult category of animation. I learned a lot about animation in my TRF special effects class, so I wanted use some of that knowledge I acquired in this project. In the future, I hope to include even more animation in my After Effects projects by using Blender, a 3D rendering program.

f) WEBSITE, REVISITED

Once I began finishing up my work with the motion graphic, it was time to go back to troubleshooting my major coding issues. With the help of my friend Brad, who is well-versed in coding, we worked out the problems I was having with rollover images nested within div tags. The final touch on the website was setting up a fake blog link. If Naked Truth was a real company, I would definitely have a live blog for it. At my advertising internship, I learned that online forms of communication like blogs and other social media sites are now integral parts of a company's brand identity.

My last step was embedding the motion graphic file into my site. I decided to put it on the homepage of the site so it was not

difficult to find. Also, the viewer can choose to watch this brand reel to figure out what Naked Truth is all about, instead of having to read multiple pages on the website. I made myself a Vimeo account to enable easy embedding of a flash file. Vimeo is a website for professional filmmakers and videographers. It provides a professional platform from which creatives can share their work with their peers. It is a more exclusive site than Youtube, and it promotes sharing and getting critique of your creative work. I hosted this site within my own personal portfolio site. The url for the site is jennapassmore.com/nakedtruth.

6) ACKNOWLEDGEMENTS

I would first like to thank my mom for helping me through what was a very rough decision on what my capstone project should be. I have gone through four or five project topics, the biggest one being a photo story I was going to do in India. My mom helped me with the prep work for that entire trip, including visa applications, vaccines and airfare. I was pretty angry with her at first for making me cancel the trip after the Mumbai terrorist attacks occurred a few weeks before I was supposed to travel to India. However, I learned valuable lessons from "failing" at that project. I would also like to thank Greg Hedges for helping me come up with a replacement project when, at the time, I was completely disheartened and very discouraged about completing my capstone project. Greg always made time to meet with me multiple times a week, and used all of the available resources he had to help me complete this project. Greg was also instrumental in helping me maintain my sanity and keeping me on track to complete this project.

Max Nepstad has been an incredible help to me with this project. When I finally came up with the idea of expanding the Naked Truth brand, Max was an amazing sounding board and helped me better understand the demographic I was targeting since he is a part of that demographic himself. Max also helped me in the photo studio last semester when I took the product shots. At the time I didn't have access to the studio, so he helped get me permission to use it. Max also helped me with sound. I have never worked with a professional Marantz recorder before, so he gave me a crash course in it to ensure high quality sound for my motion graphic. Last but certainly not least... Max helped me bring my motion graphic to life in being the voice of Mark Twain!

When I hit major coding issues with the web design portion of this project, I actually decided to set it aside. When I realized a few weeks ago that I could no longer ignore the problems I was having, Brad Winckelmann sat down with me for hours and helped me troubleshoot. Due to his amazing patience and knowledge of web coding, I didn't have to compromise the design of my website at all due to lack of knowledge of how to code it (this has always been a problem of mine, and I am happy to say that this is the first website that I've designed that I didn't have to sacrifice any design elements for the sake of coding it!).

7) CONCLUSION

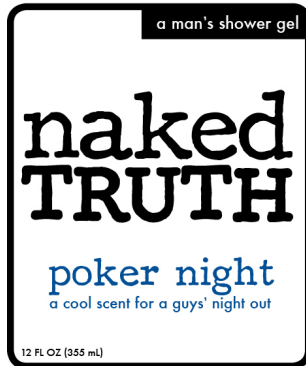
In writing this reflection paper, I realize just how much I have done for this project. At the time that I was doing it, it was sometimes difficult to remind myself why I was taking on this extra project on top of my

other graphics and photography classes. However, this project not only helped me realize the diverse skill sets I've acquired during my time here at Syracuse, but also how they relate to one another. In today's graphics climate, it is essential for a designer to be comfortable being a jack of all trades, and I hope to continue seeking out projects that require me to push myself to not only connect seemingly unrelated skill sets, but also seek out new skill sets I've never considered before. Classes can only get me so far; one indispensable lesson I have learned during my time at the Newhouse school is that constant curiosity and passion for the field of graphics are the "skills" that are truly important to be successful.

APPENDICES

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shower gel
front option



back



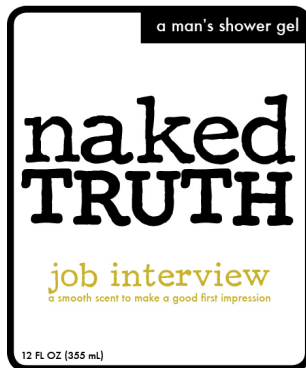
left side



right side 2



front option



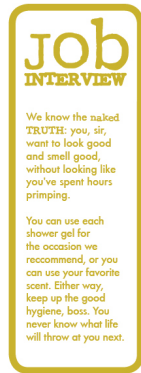
back



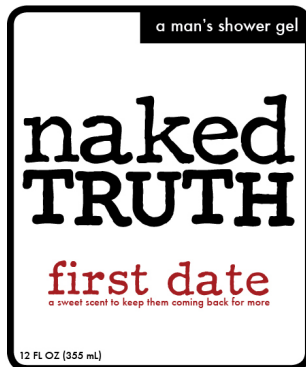
left side



right side 2



front option



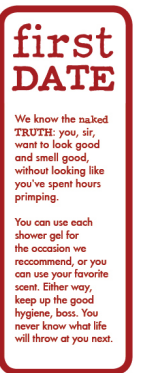
back



left side

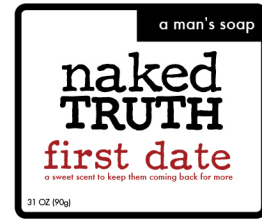
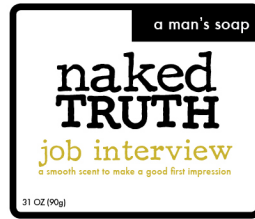


right side 2

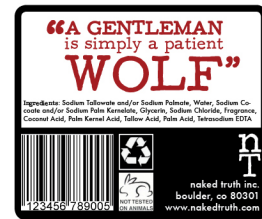
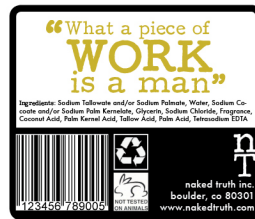


APPENDIX 1-A Shower Gel Labels

single-pack
top



bottom



left side



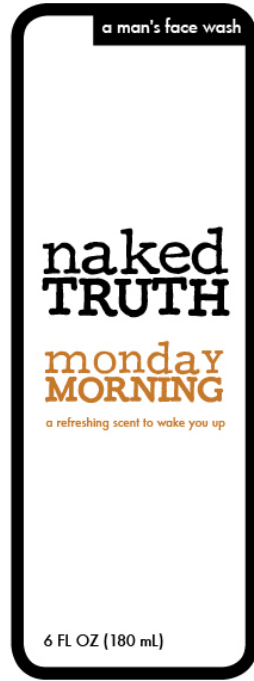
right side



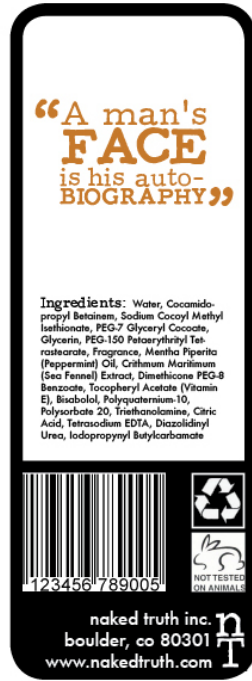
APPENDIX 1-B Soap Labels

face wash

front



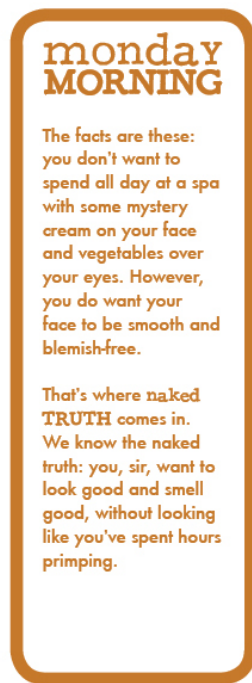
back



left



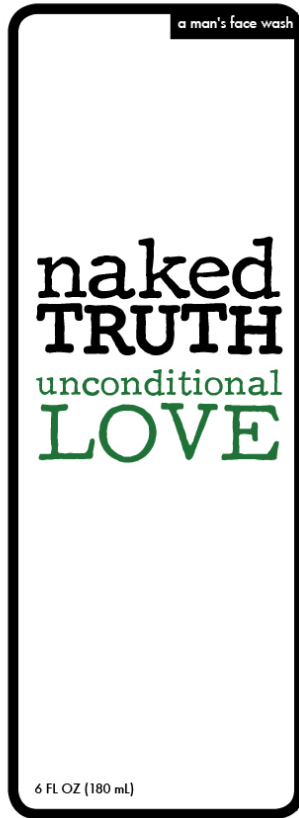
right



APPENDIX 1-C Face Wash Labels

front

back



left

top



APPENDIX 1-D Shampoo Labels



APPENDIX 2-A All Products



APPENDIX 2-B Shower Gel



APPENDIX 2-C Side of Products



APPENDIX 2-D Side of Soap/Top of Shampoo



APPENDIX 2-E Shower Gel and Soap



APPENDIX 2-F Group of Products (BACK)



APPENDIX 2-G Face Wash



APPENDIX 2-H Shampoo

when the chips are down,
YOU NEED A SOAP
that will keep you
SMELLING FRESH

you don't want to smell like
a dirty gym sock while you're
serving up those royal flushes,
do ya Ace?

Mark Twain

naked TRUTH
poker night

poker NIGHT
a scent by naked truth
...when godliness is unlikely.

The advertisement features a large, textured illustration of a hand of four Aces of spades. Below the main headline, a green speech bubble contains a humorous line. To the right is a caricature of Mark Twain with a green visor. In the bottom right corner, a box of 'naked TRUTH poker NIGHT' soap is shown next to the brand name and a tagline.

APPENDIX 3-A Poker Night Ad



go ahead, let your
SWEETHEART
get a whiff of your
SWEET SMELL

Don't take longer to get ready than your date. You should get to dinner before the main course is served, Casanova.




Mark Twain



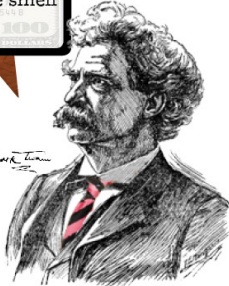
first DATE
a scent by naked truth
...when godliness is unlikely.

APPENDIX 3-B First Date Ad




use a soap that will make
SMELLING GOOD
a part of your résumé

You only have one chance to
make a good first impression.
You shouldn't let someone smell
your fear, Bossman.



Mark Twain



JOB INTERVIEW
a scent by naked truth
...when godliness is unlikely.

APPENDIX 3-C Job Interview Ad



APPENDIX 4-A Index.html



APPENDIX 4-B Body.html



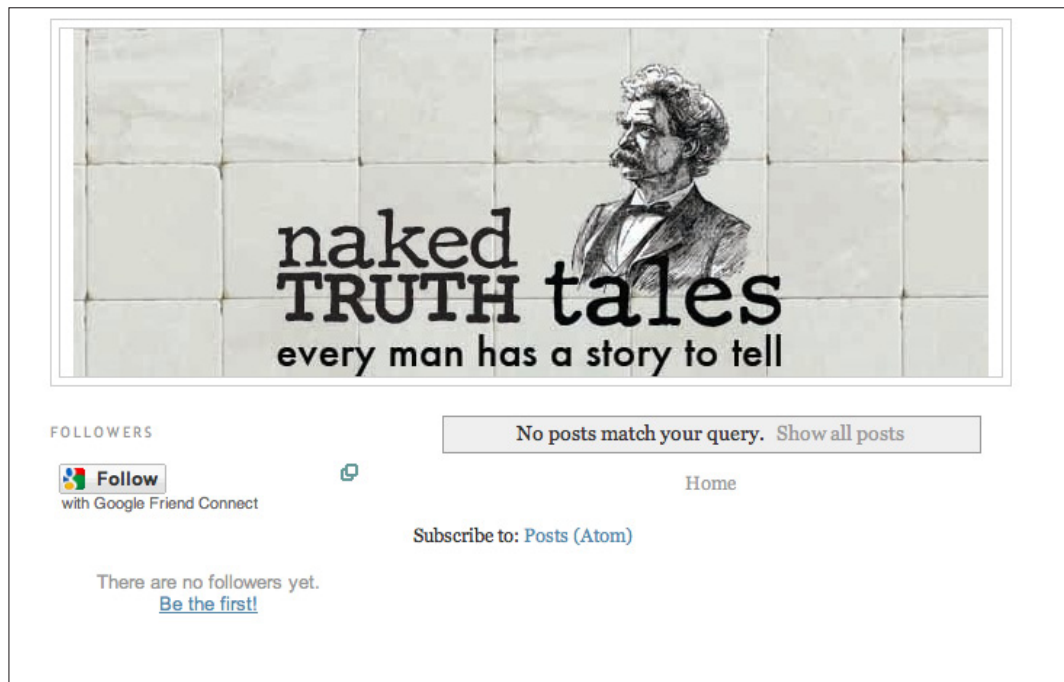
APPENDIX 4-C Pokernight.html



APPENDIX 4-D Aboutus.html



APPENDIX 4-E Findus.html



APPENDIX 4-F Blogus.html



APPENDIX 5-A Brand Reel Intro 1



APPENDIX 5-B Brand Reel Intro 2



APPENDIX 5-C Brand Reel Poker Night



APPENDIX 5-D Brand Reel First Date



APPENDIX 5-E Brand Reel Job Interview



APPENDIX 5-F Brand Reel Closing

CAPSTONE SUMMARY

I. DESCRIPTION OF THE PROJECT

The basis of my honors capstone began with a package design assignment in my typographic layout class at the Newhouse school in Fall 2008. Using the Honors capstone requirements, I designed this project to enhance a fictional line of men's soap products I created to complete this original graphics assignment. My advisor for the project was Greg Hedges. I chose him because he has seen this package design idea since its inception, and I thought that he would be a good judge as to whether or not I was pushing myself to the next level with this project.

My goal with this project was to develop an entire brand identity for a fictional soap company for men that I created called Naked Truth. A brand identity encompasses visual components like logo, color and design aesthetic that help a brand stick in a consumer's mind. In the real world of advertising, the concept of a brand identity at the forefront of any advertising a company releases. Consumers are inundated with hundreds of ads everyday, so it is important for a company to know who they are and whom they want to sell their products to in order to succeed.

I created a brand identity for Naked Truth through five different projects that started at the fundamental level of package and label design and spanned all the way to controlling the identity of Naked Truth on the internet. These five projects were: label and packaging design for Naked Truth's products, in-studio product shots of these products, a comprehensive ad campaign advertising Naked Truth's three soap scents, a motion graphic that is a brand reel that introduces

the company to the consumer, and a website to house all of these elements. This project is an emulation of the real world; the current state of branding in the graphics world is that one advertising agency or design studio creates and develops a brand from start to finish.

II. DISCUSSION OF THE METHODS USED

I completed these projects using the Adobe Creative Suites (Photoshop, Illustrator, Indesign, After Effects, Dreamweaver and Soundbooth). This project represents the merging of many skill sets--print design, package design, photography, advertising design, copy writing, motion graphic design, 3D animation, photoshopping, sound editing and web design.

III. PROJECT'S SIGNIFICANCE

The purpose of this project for me as a designer is to have a portfolio piece that shows prospective employers that I am capable of taking a simple idea and fleshing that idea out to become a comprehensive brand identity. When I apply for graphics jobs, I want to position myself as a multi-talented designer who is capable of working on all aspects of a brand. With the current state of the economy, the current standard for graphic designers is that they must have multiple skill sets. Design firms across the country are streamlining branding work, doing everything from product development up to guerilla marketing in-house. I had heard about this change in the industry, but this change was confirmed when my senior graphics class went on our capstone trip to New York City. All of the studios that we visited were pretty self-sufficient; one studio even had

its own mini-photo studio.

Another mandate for new designers entering the field is that they are familiar with more than just print design. With the release of the iPad, print design still has a firm standing in the visual communications world. However, it is becoming more and more common that viewers also want interactive components to go along with these print designs, including but not limited to motion graphics, flash projects and websites.

This project has made me more comfortable with cascading style sheets (CSS) and html, a skill that is very important to have in order to break into the design world. Newhouse always advocates using the curriculum as a starting point to follow our passions. I have enjoyed exploring design programs that the curriculum doesn't necessarily allot a lot of time to master within the classroom. This, however, is a strength in the Newhouse curriculum I think; It promotes autonomy and forces students to define skills that are really important to them. This semester has been absolutely crazy in terms of classes, as this capstone required me to teach myself design skills I wasn't already comfortable with on top of taking my final graphics and photography courses. However, I have realized that "craziness" is in fact the essence of being a designer. It is not enough to get comfortable with the craft and efficient at designing using widely accepted design techniques. What makes a designer great is realizing that new technology isn't a barrier to creativity. It is a tool that is to be used to the designer's advantage to better communicate their creative ideas to the public.