

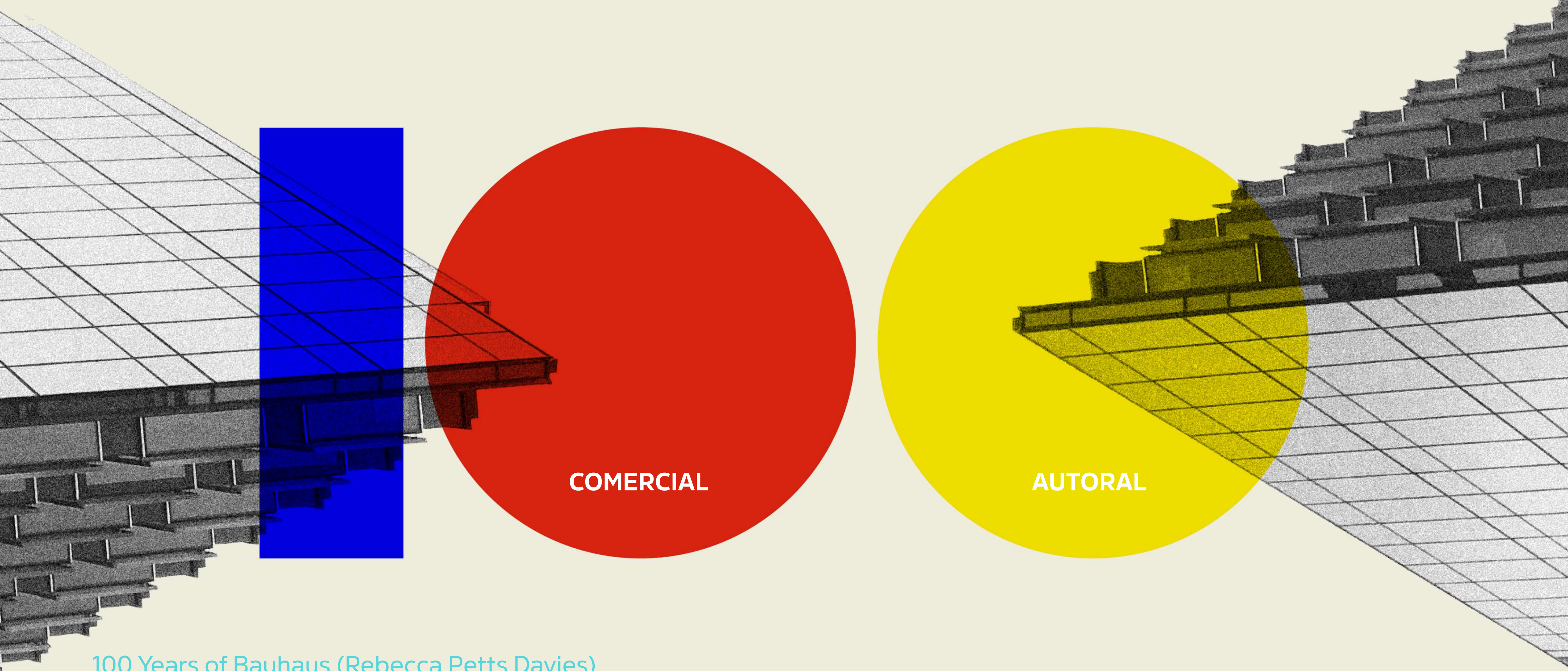
BCA
CCTI

escola
britânica
de artes
criativas

AULA 2

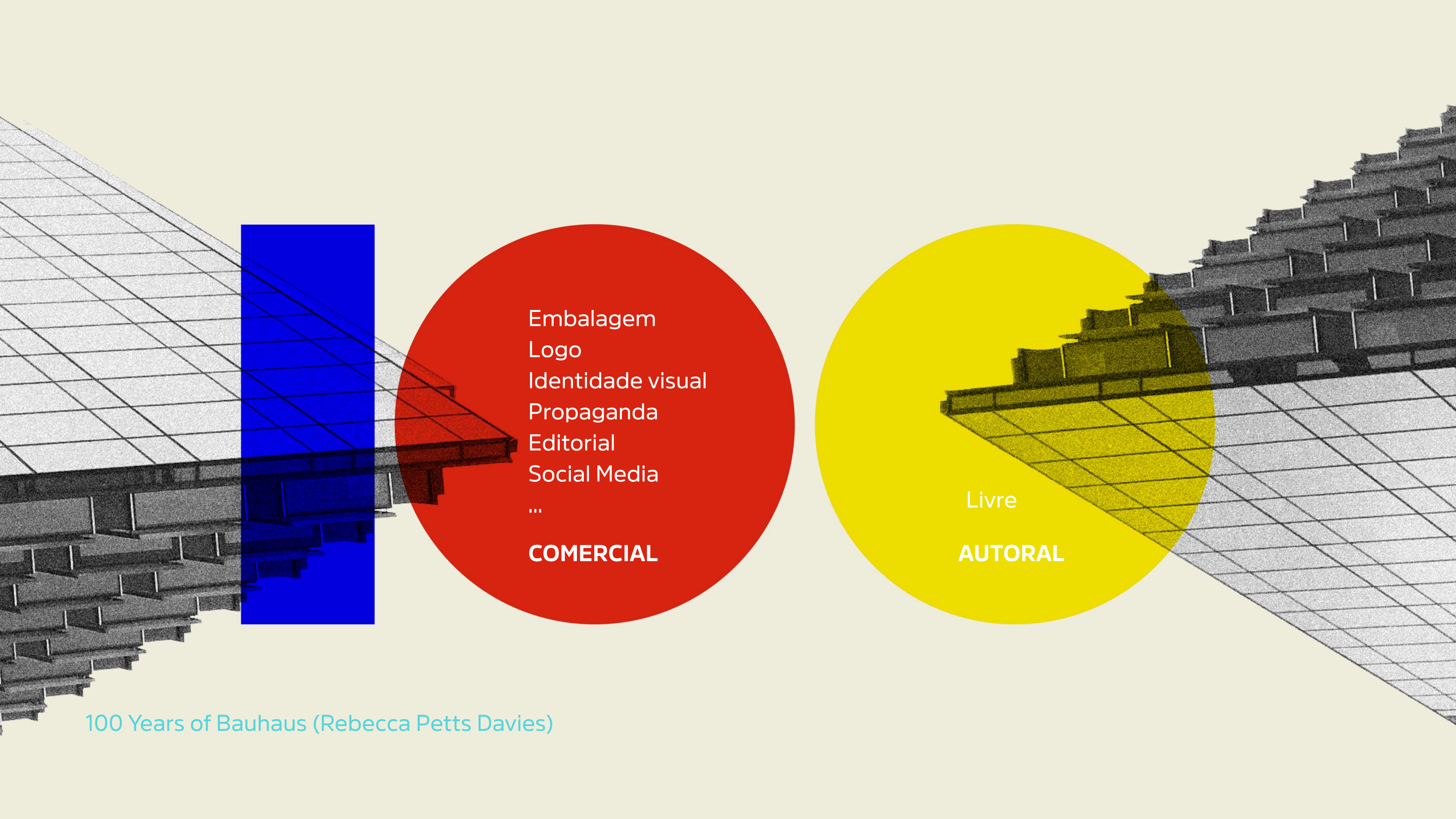
BRANDING & IDENTIDADE VISUAL

MÓDULO 1



COMERCIAL

AUTORAL



Embalagem
Logo
Identidade visual
Propaganda
Editorial
Social Media
...
COMERCIAL

Livre
AUTORAL

AGENDA

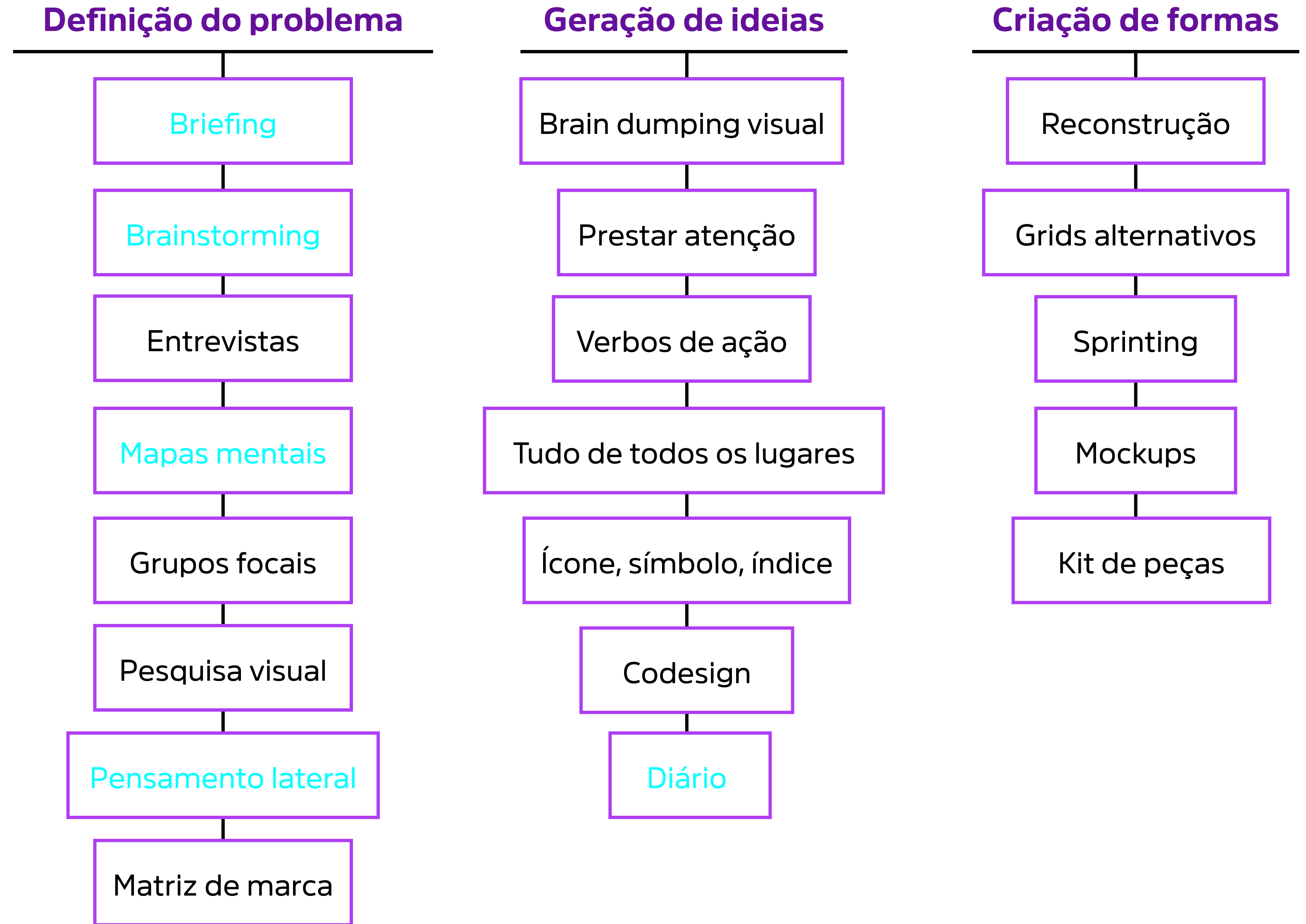
- ◆ **ROADMAP**
Escopos possíveis
- ◆ **METODOLOGIA DOUBLE DIAMOND**
Divergir para convergir
- ◆ **ETAPA 1 - DESCOBERTA**
Divergência

ROADMAP

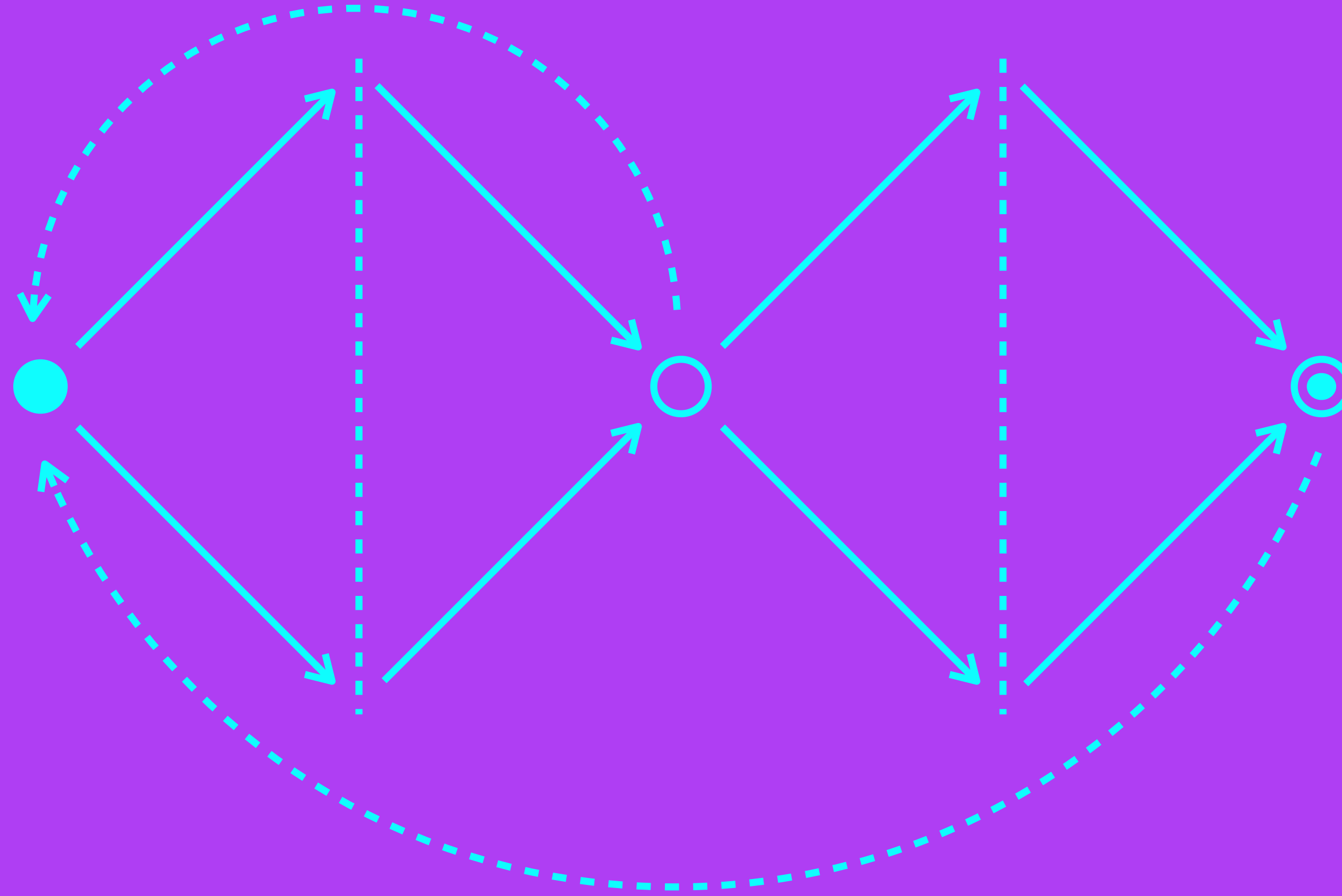
intuição, ação, criação

Graphic Design Thinking

Ellen Lupton (2014, p.6)

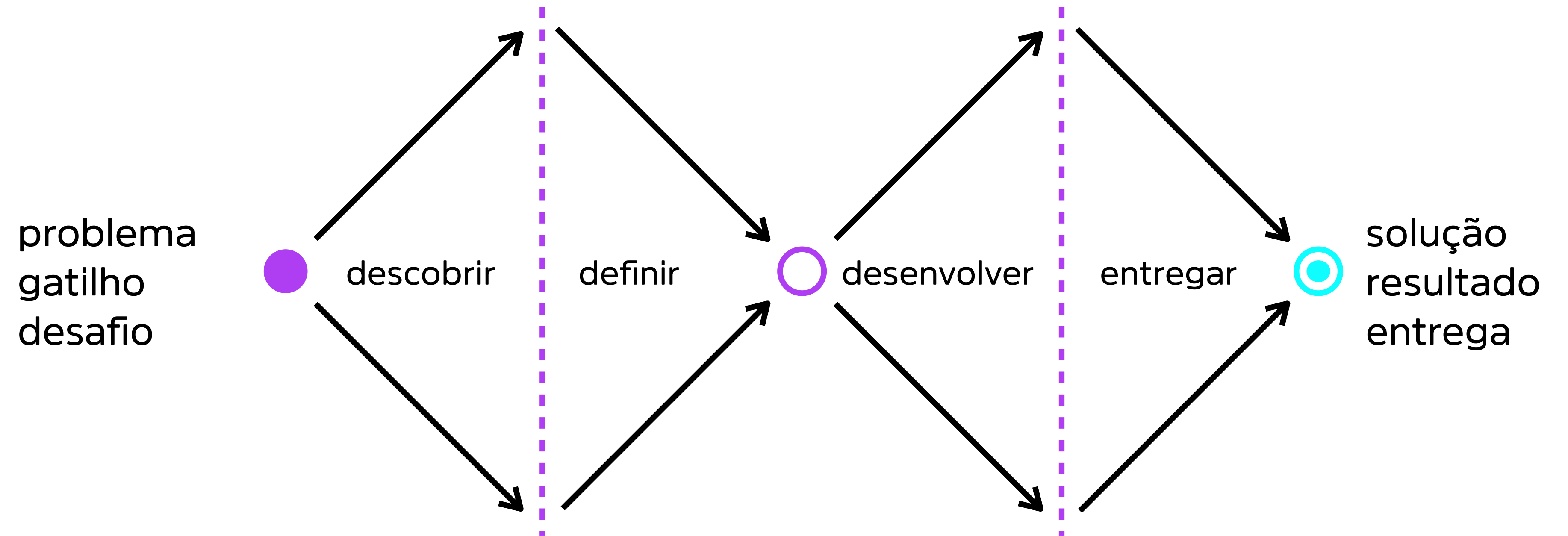


DOUBLE DIAMOND



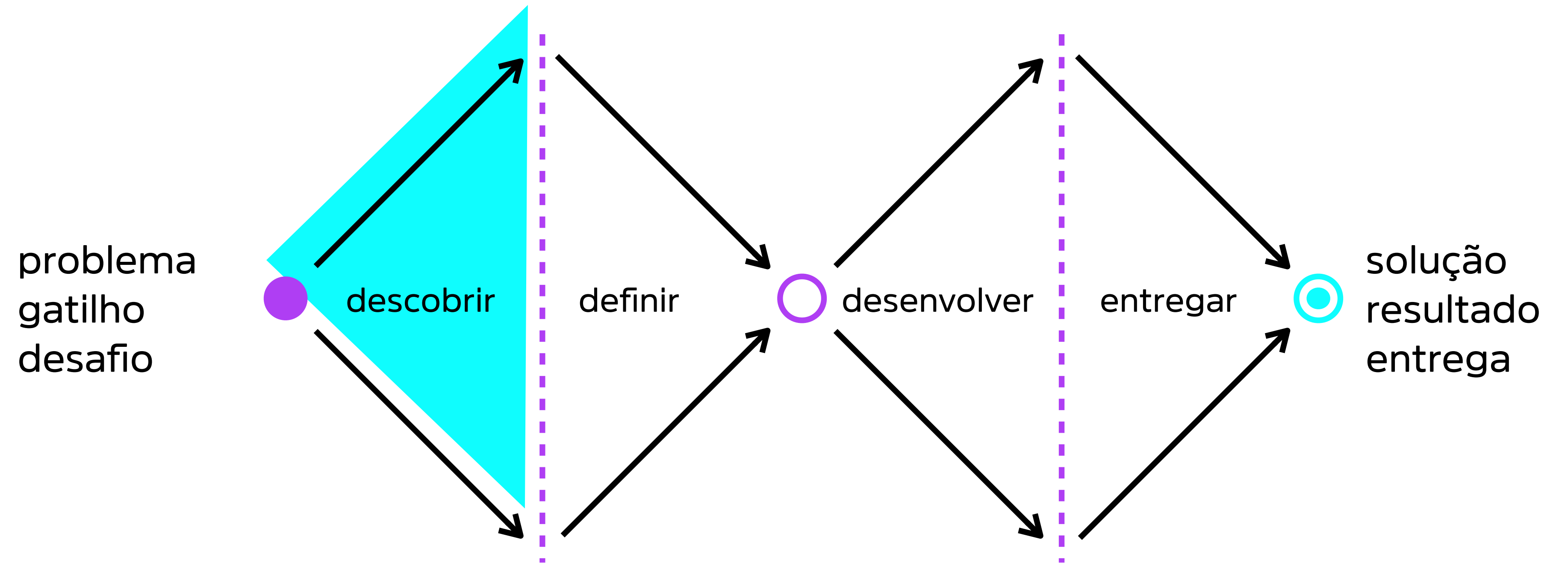
DOUBLE DIAMOND

double diamond



DOUBLE DIAMOND

double diamond

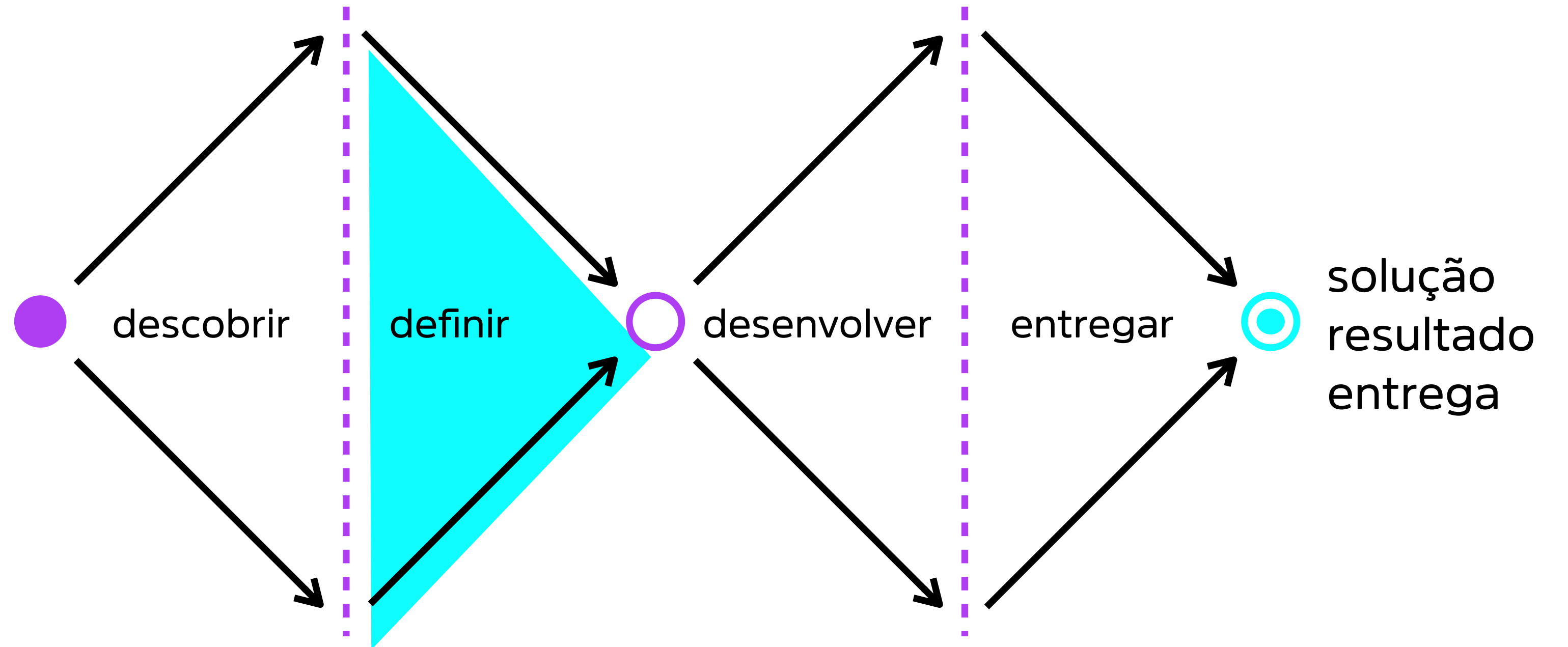


Após o entendimento do problema é hora de abrir o leque de possibilidade de soluções. É possível empregar algumas ferramentas para ajudar, como veremos mais adiante

DOUBLE DIAMOND

double diamond

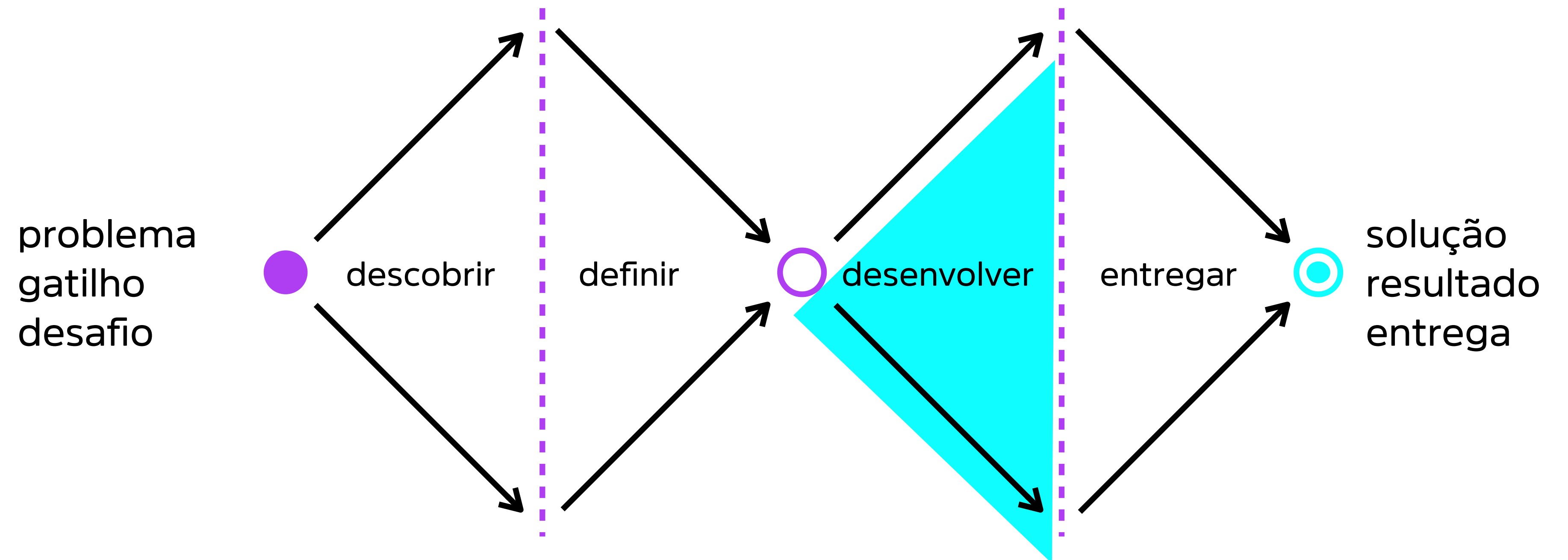
problema
gatilho
desafio



A próxima etapa é
tomar escolha e refinar
a pesquisa. Eliminar
possibilidade e eleger
os caminhos mais
promissores

DOUBLE DIAMOND

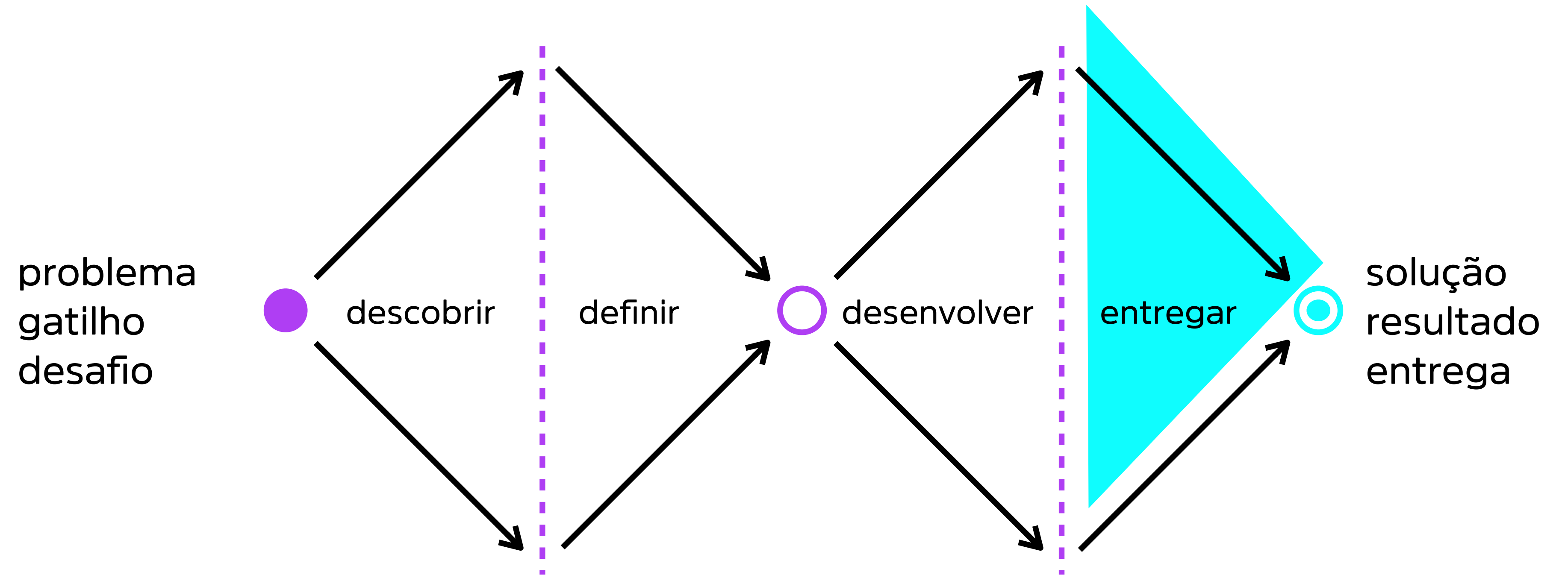
double diamond



Quando iniciamos o desenvolvimento, é comum se deparar com novas bifurcações e sub caminhos

DOUBLE DIAMOND

double diamond



problema
gatilho
desafio



descobrir

definir



desenvolver

entregar



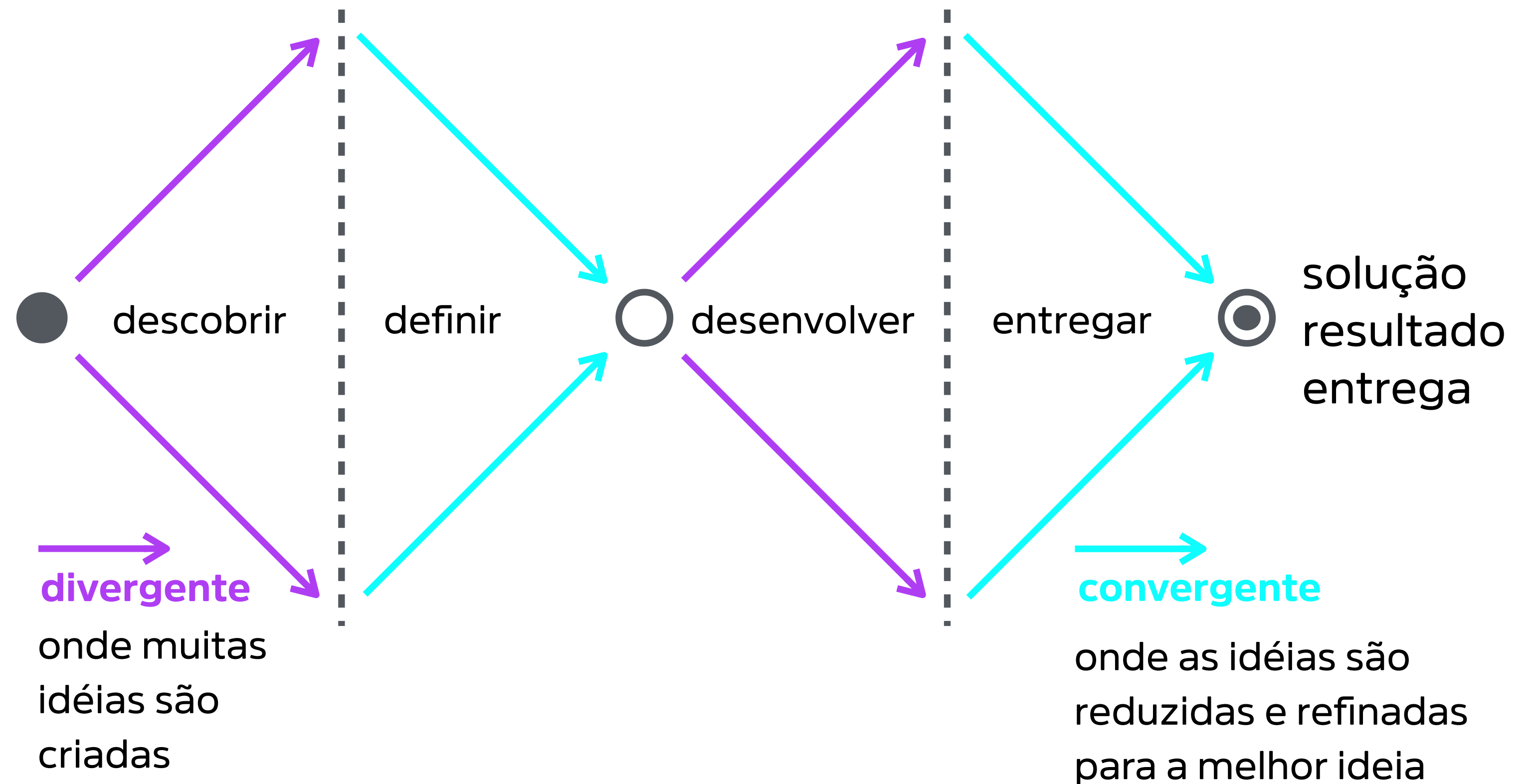
solução
resultado
entrega

A entrega envolve determinar a solução em pequena escala, rejeitando aquelas menos promissoras

DOUBLE DIAMOND

double diamond

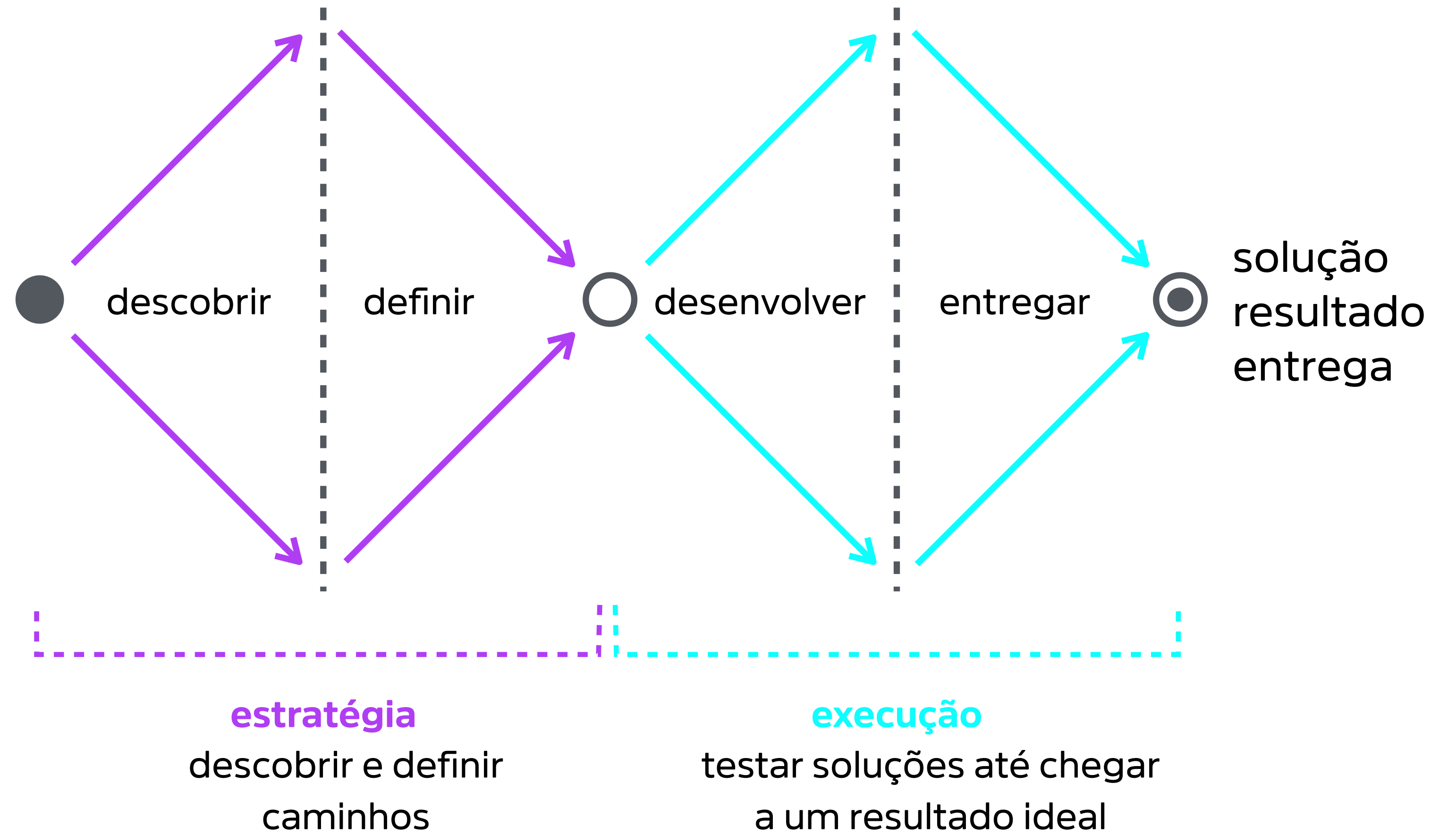
problema
gatilho
desafio



DOUBLE DIAMOND

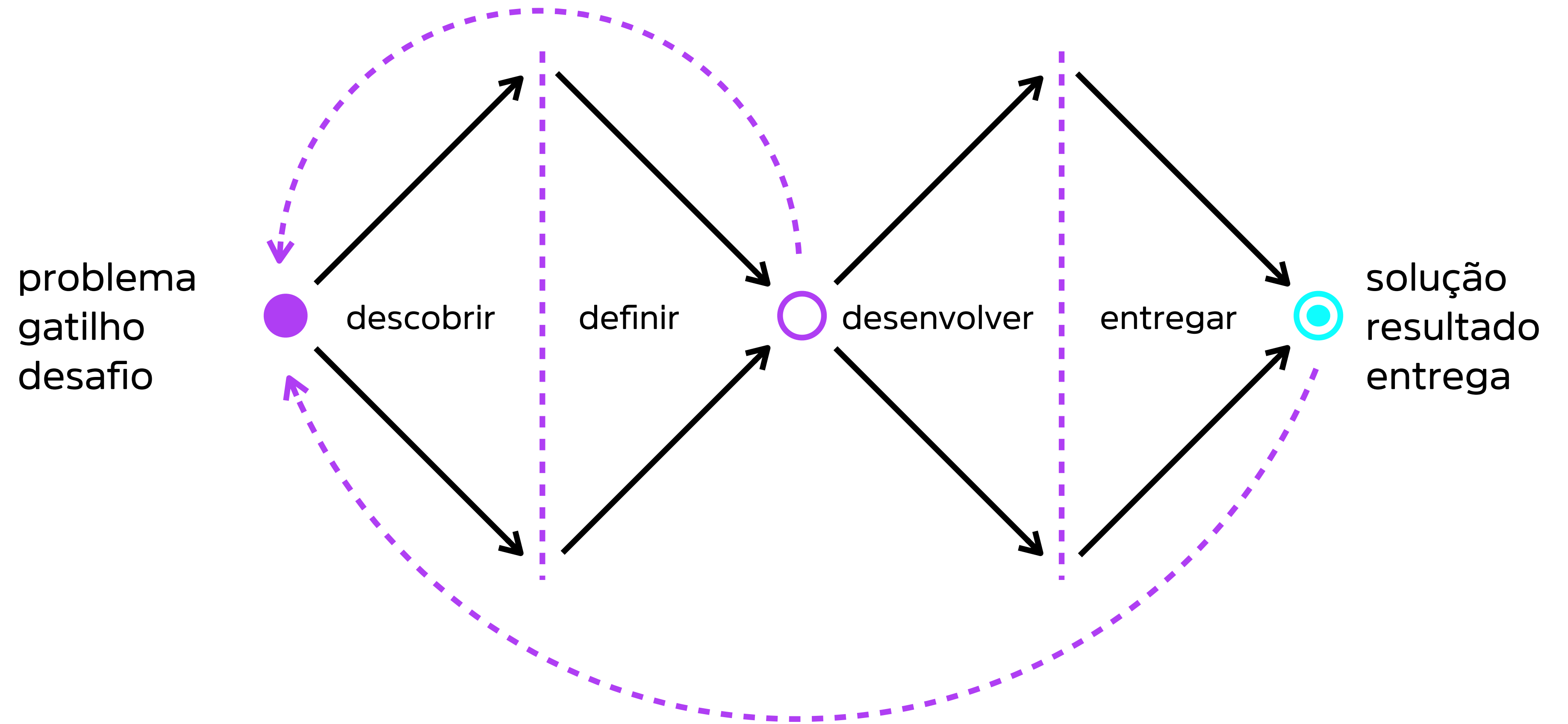
double diamond

problema
gatilho
desafio



DOUBLE DIAMOND

double diamond

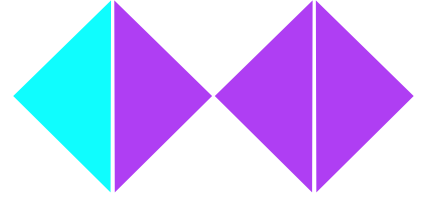


DESCOBERTA

**Mistakes are portals
of discovery**

James Joyce

DOUBLE DIAMOND

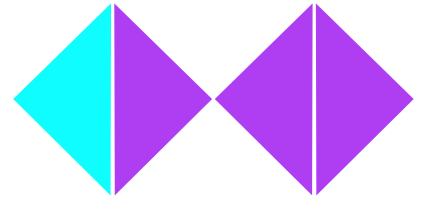


design audit

mapa de expectativas

benchmarks

DOUBLE DIAMOND



design audit

Trabalho de observação e coleta de informações dos concorrentes e a da marca a ser trabalhada

mapa de
expectativas

benchmarks

DOUBLE DIAMOND



design audit

Trabalho de observação e coleta de informações dos concorrentes e a da marca a ser trabalhada

mapa de expectativas

benchmarks

Estratégicos

- Contexto
- Tamanho da empresa
- Tempo de mercado
- Países/Cidades
- Serviços/Produtos
- Público alvo

DOUBLE DIAMOND



design audit

mapa de
expectativas

benchmarks

Trabalho de observação e coleta de informações dos concorrentes e a da marca a ser trabalhada

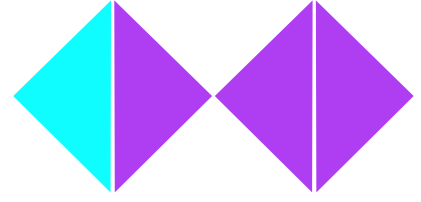
Estratégicos

- Contexto
- Tamanho da empresa
- Tempo de mercado
- Países/Cidades
- Serviços/Produtos
- Público alvo

Linguagem

- Evolução da linguagem/logo
- Cores principais
- Cores secundárias
- Elementos gráficos
- Ícones
- Tipografia
- Estilo fotográfico
- Tom de voz

DOUBLE DIAMOND



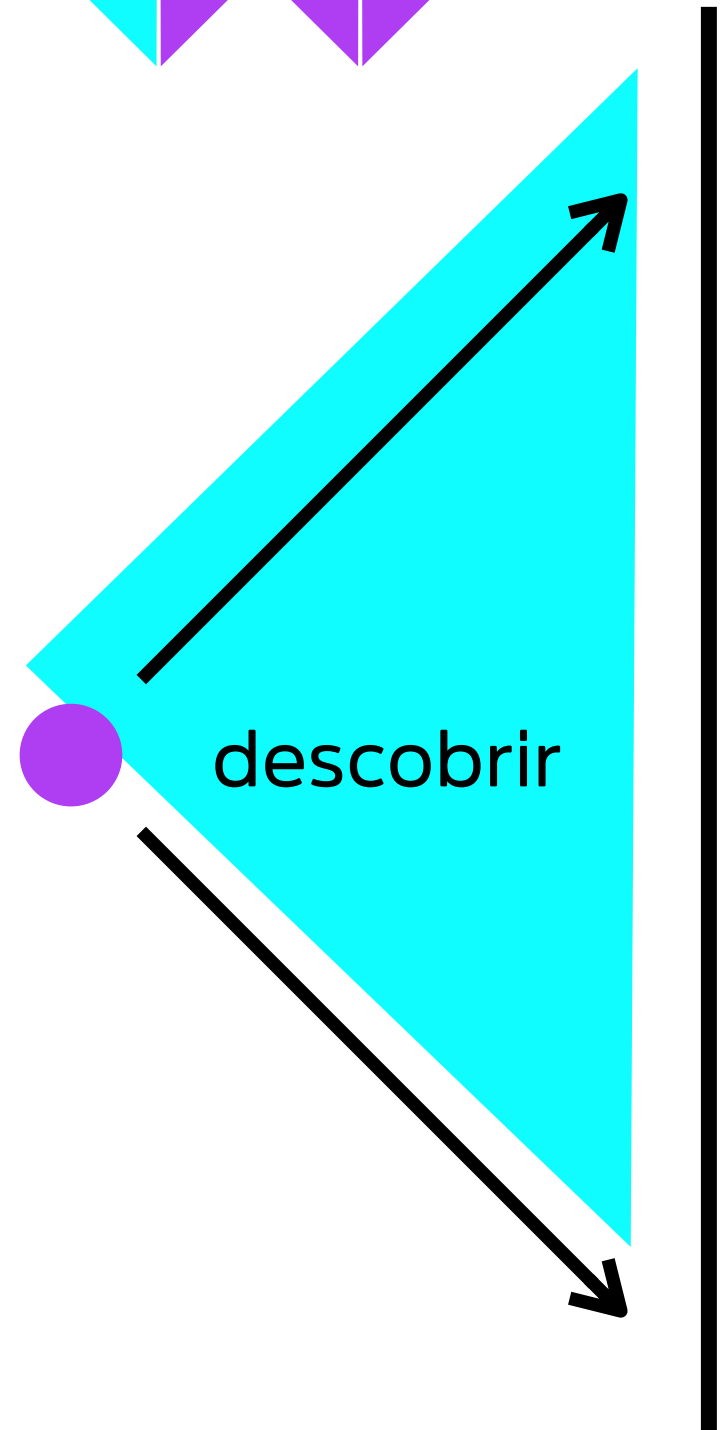
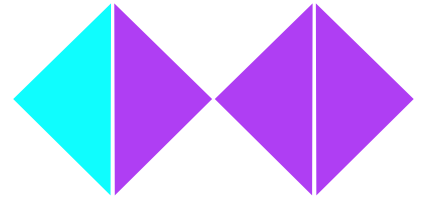
design audit

mapa de expectativas

benchmarks



DOUBLE DIAMOND



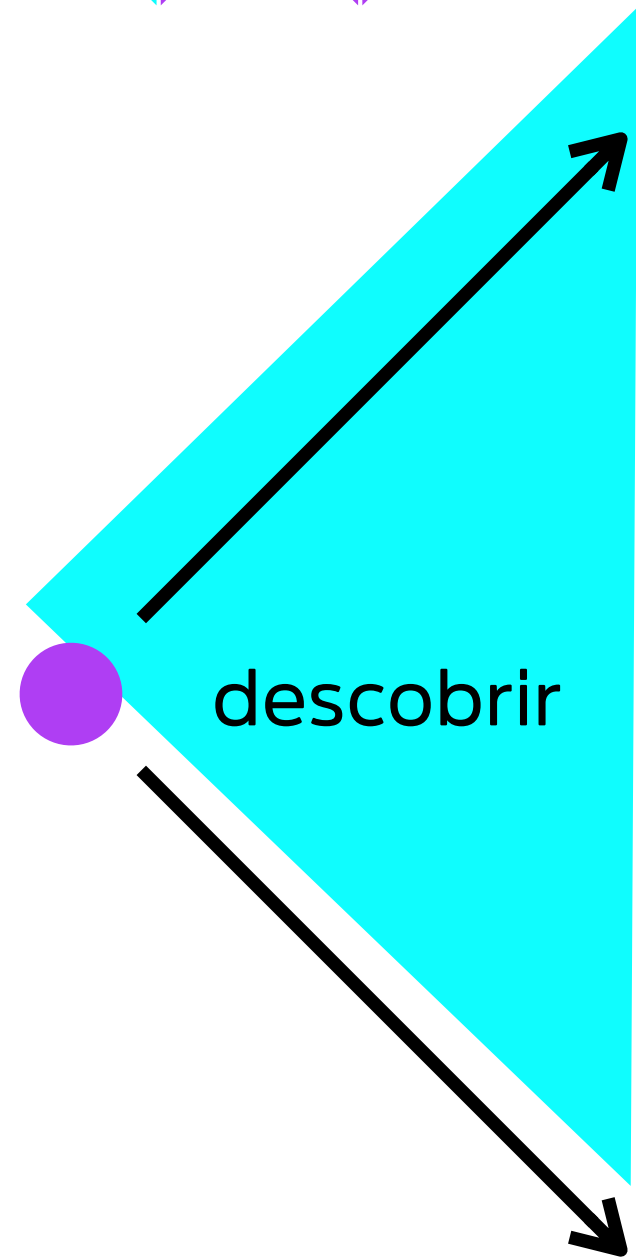
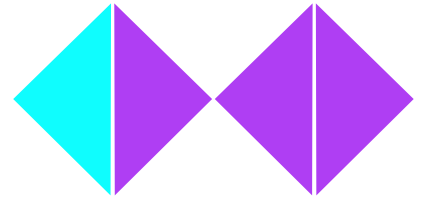
design audit

mapa de expectativas

benchmarks



DOUBLE DIAMOND

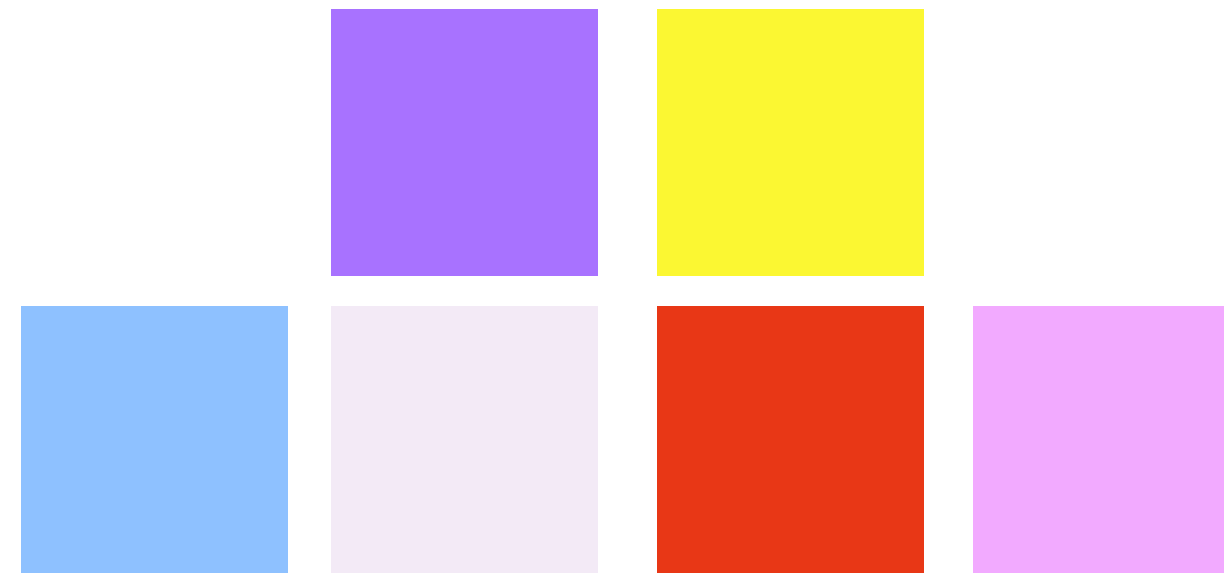


design audit

mapa de expectativas

benchmarks

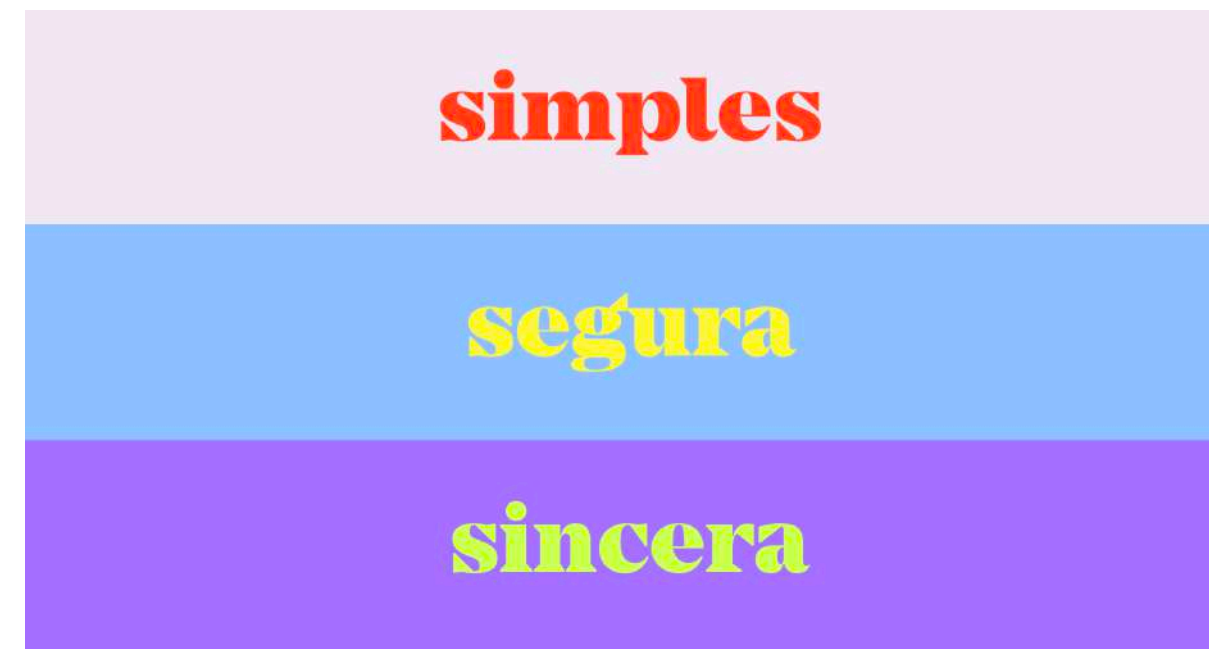
1. Cores



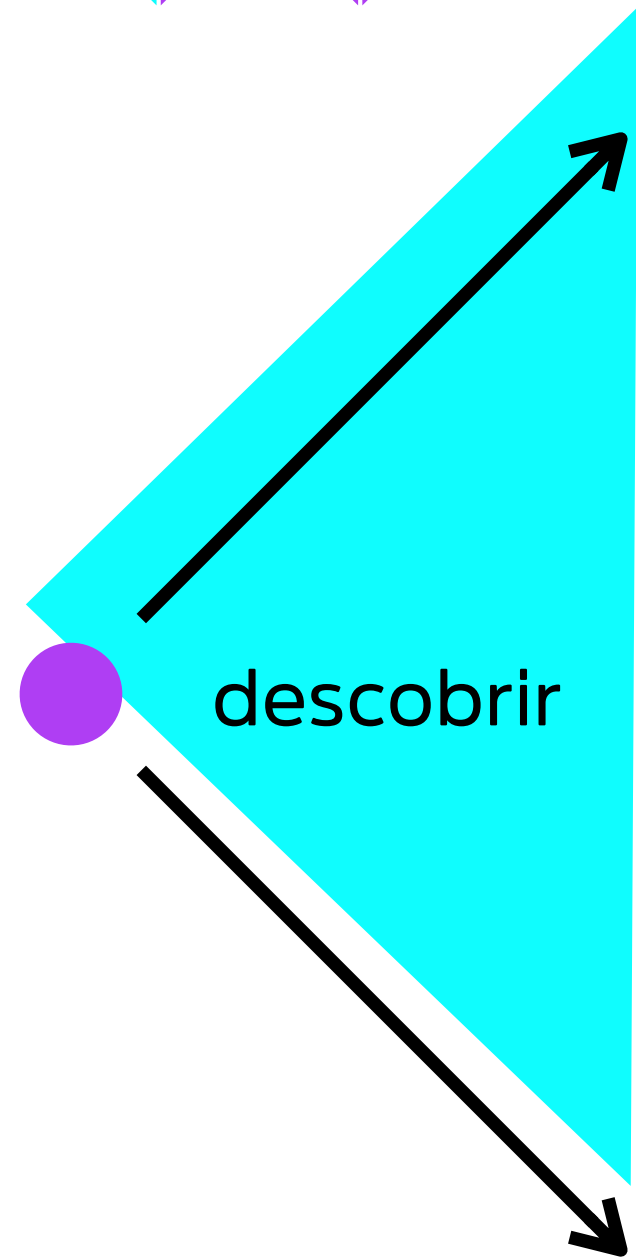
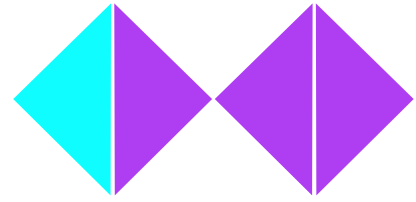
1. Logo



1. Tom de voz



DOUBLE DIAMOND

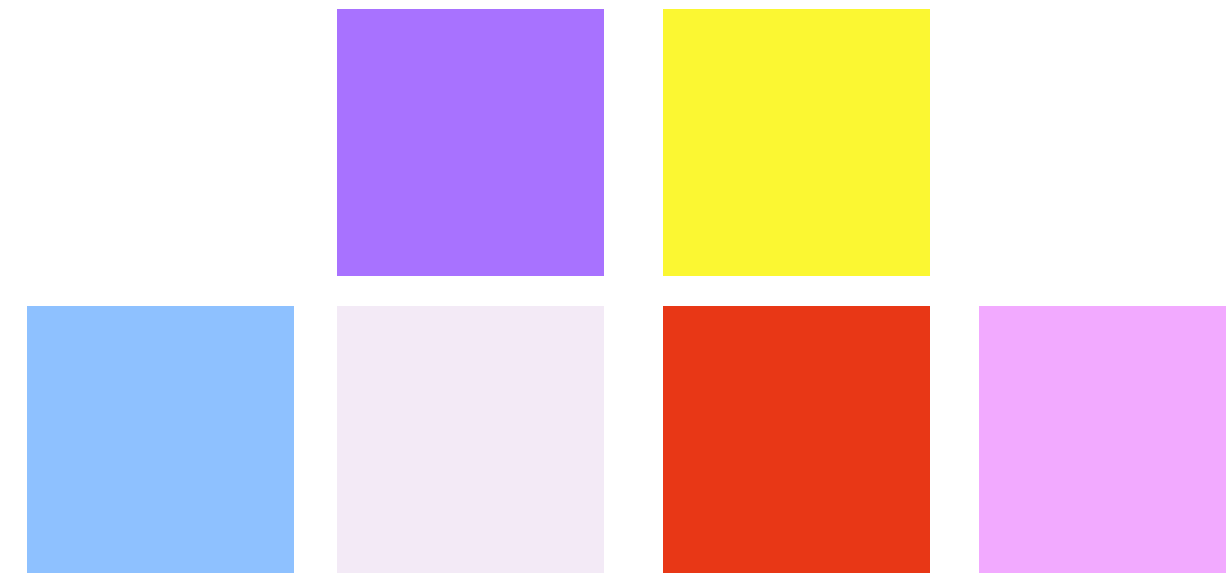


design audit

mapa de expectativas

benchmarks

1. Cores



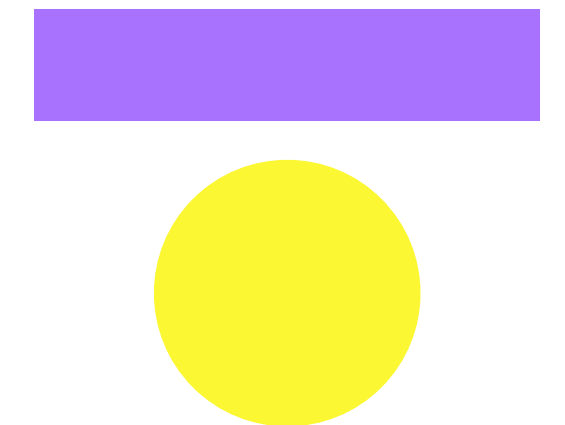
1. Logo



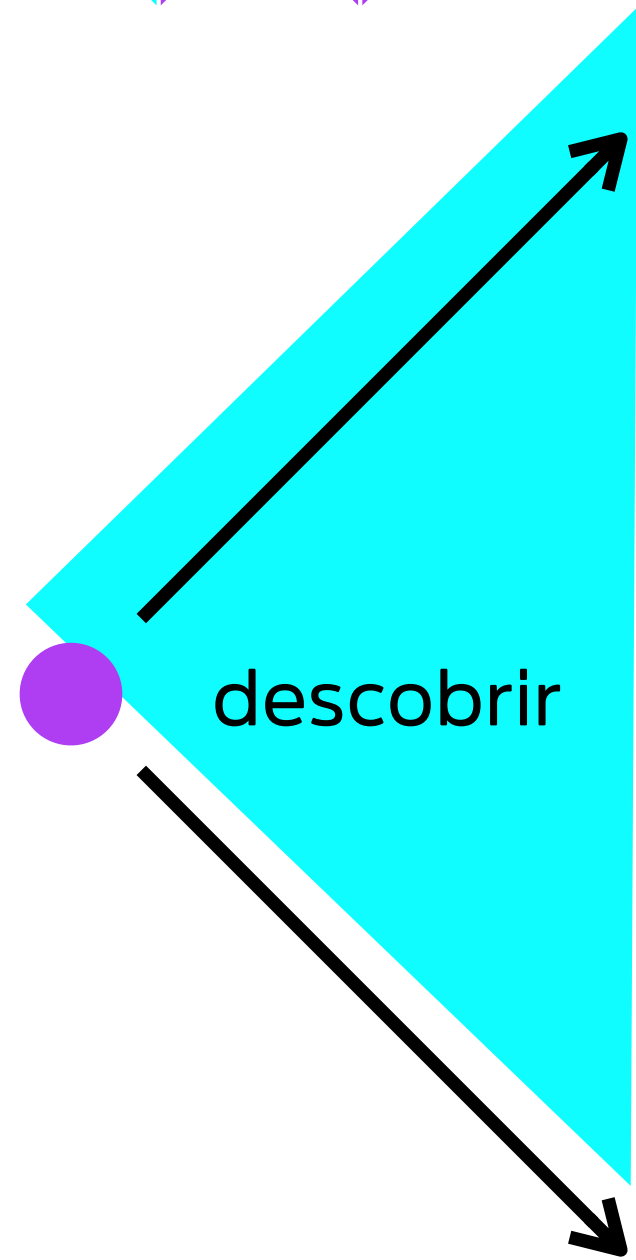
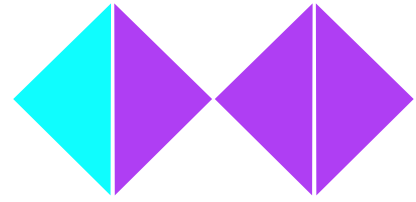
1. Tom de voz



1. Elementos gráficos



DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

1. Cores



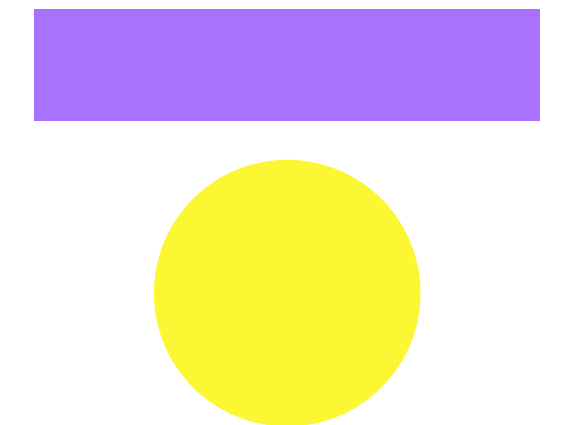
1. Logo



1. Tom de voz



1. Elementos gráficos



1. Tipografia

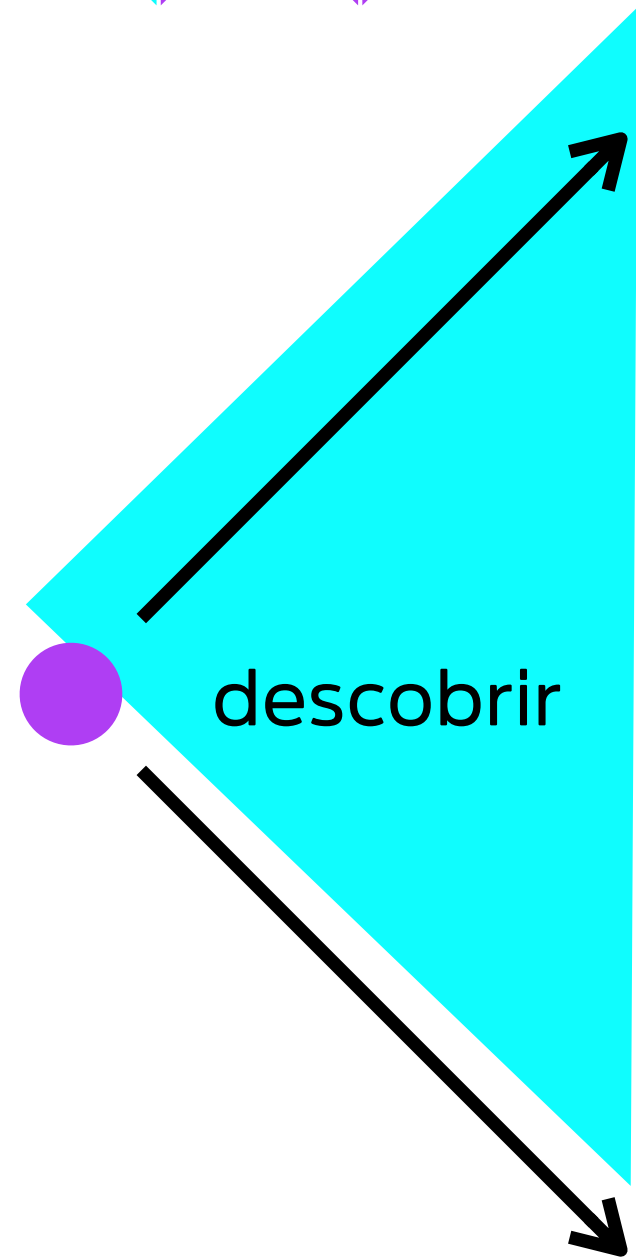
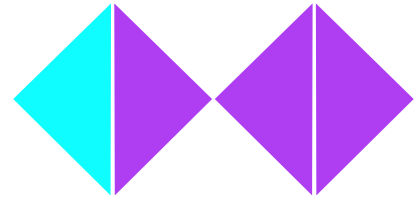
Mirador Black

Mirador Black by [Rene Bieder](#)

Genera Alt Semi Bold

Genera Alt Semi Bold by [Wahyu and Sani Co.](#)

DOUBLE DIAMOND

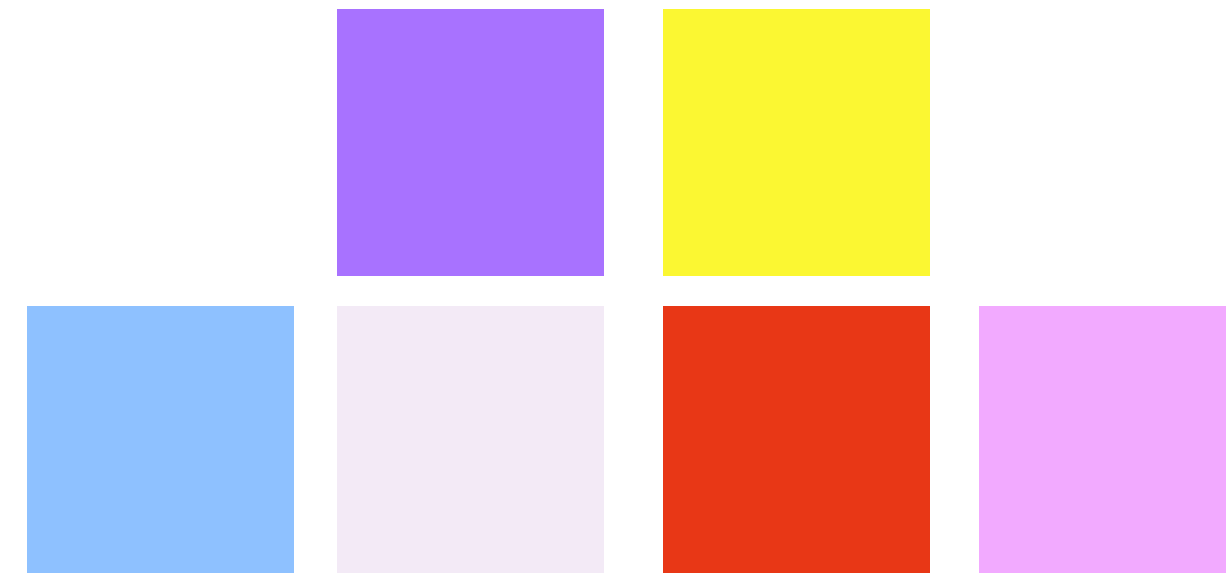


design audit

mapa de expectativas

benchmarks

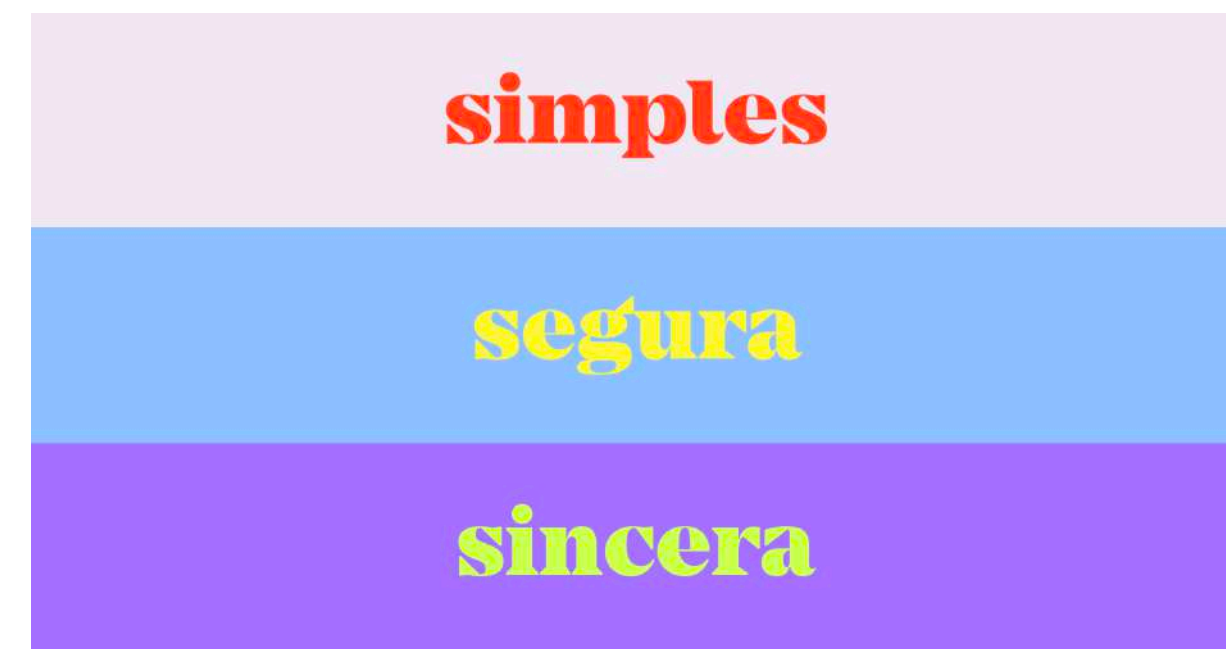
1. Cores



1. Logo



1. Tom de voz



1. Elementos gráficos



1. Tipografia

Mirador Black

Mirador Black by [Rene Bieder](#)

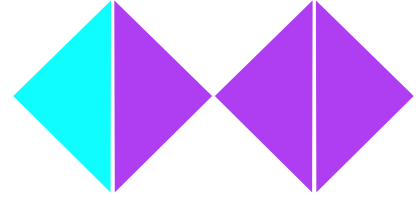
Genera Alt Semi Bold

Genera Alt Semi Bold by [Wahyu and Sani Co.](#)

1. Estilo fotografico



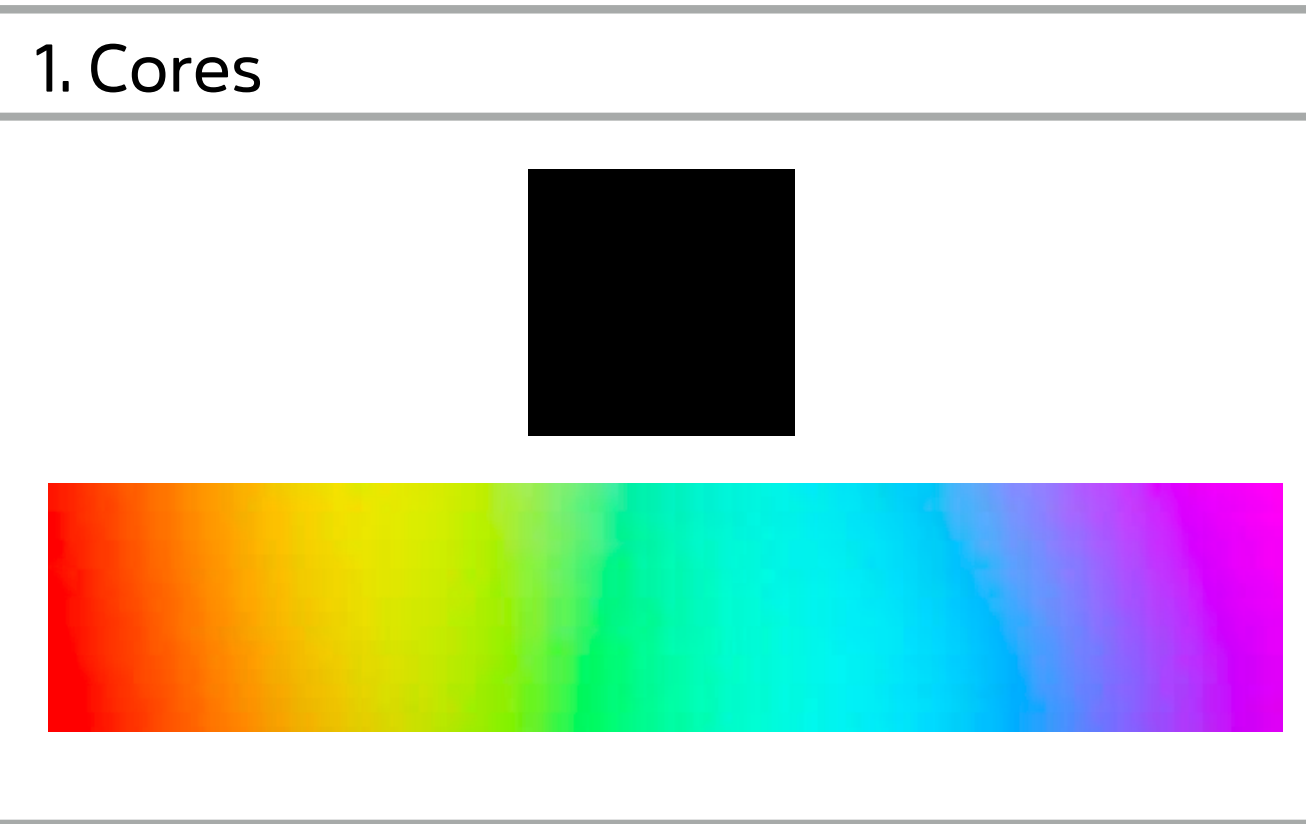
DOUBLE DIAMOND



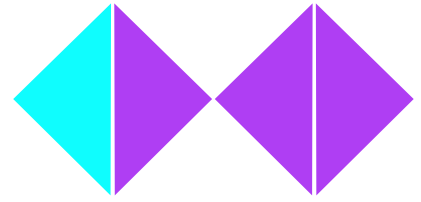
design audit

mapa de expectativas

benchmarks



DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

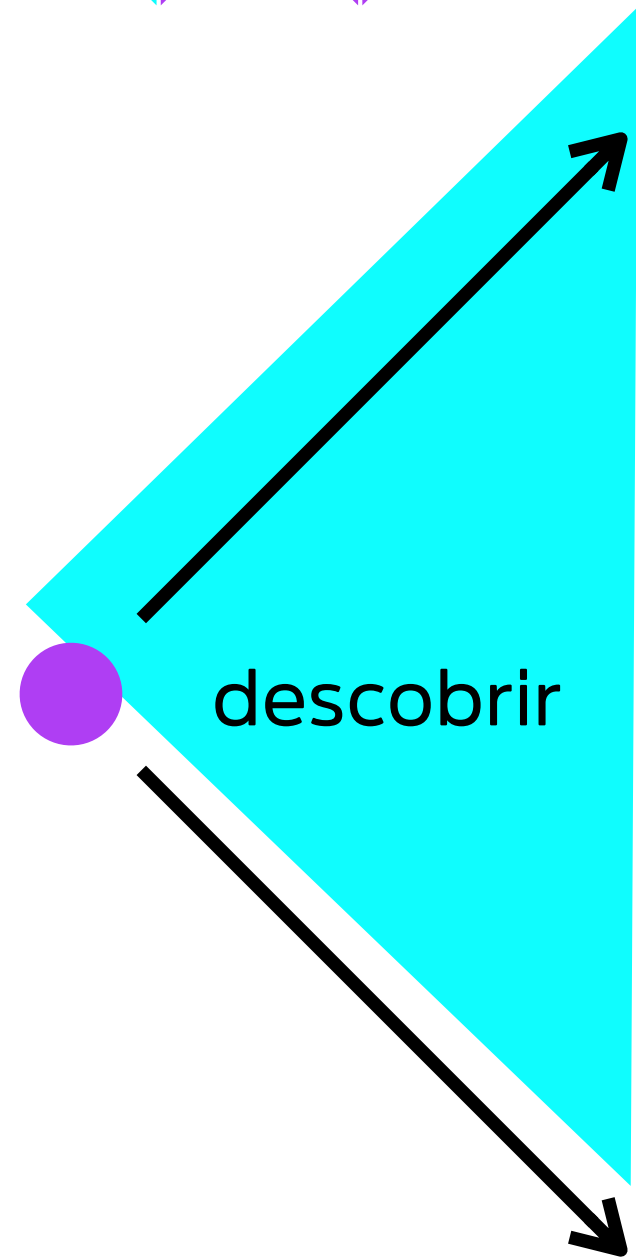
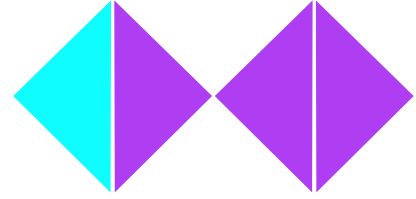
1. Cores



1. Logo



DOUBLE DIAMOND

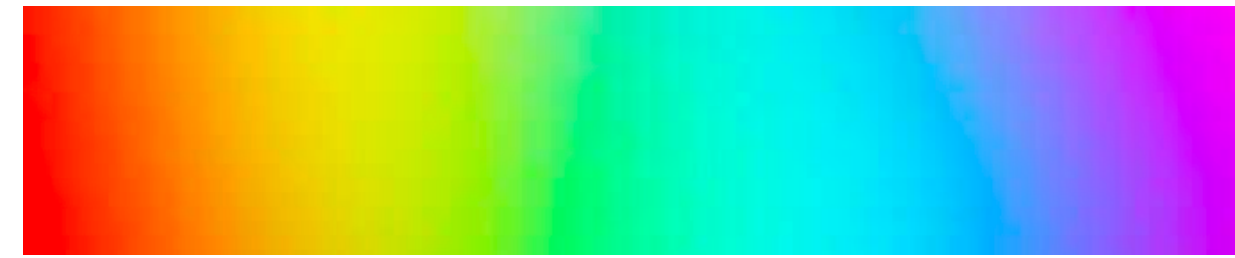


design audit

mapa de expectativas

benchmarks

1. Cores



1. Logo



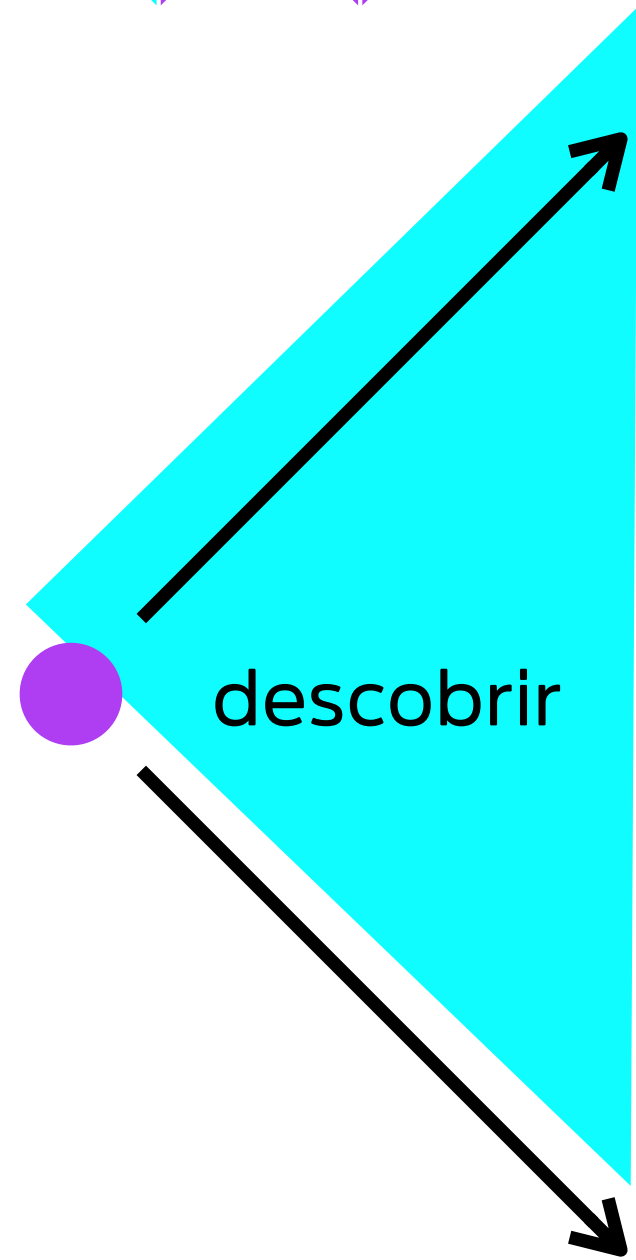
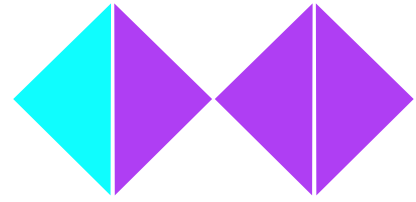
1. Tom de voz

Forte*

Revolucionária*

Expert*

DOUBLE DIAMOND

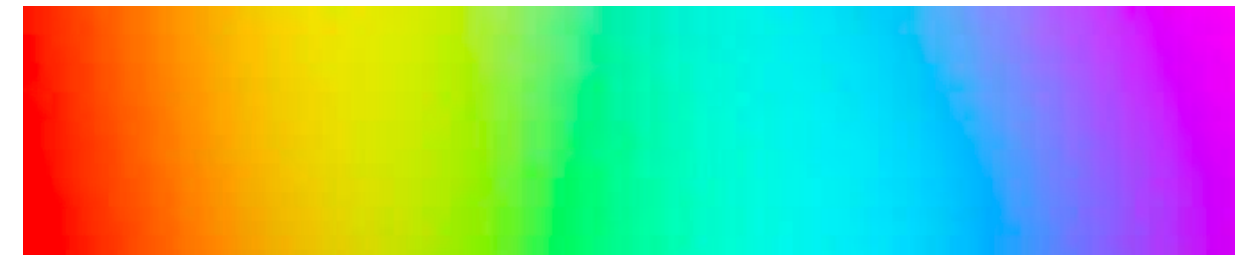


design audit

mapa de expectativas

benchmarks

1. Cores



1. Logo



1. Tom de voz

Forte*

Revolucionária*

Expert*

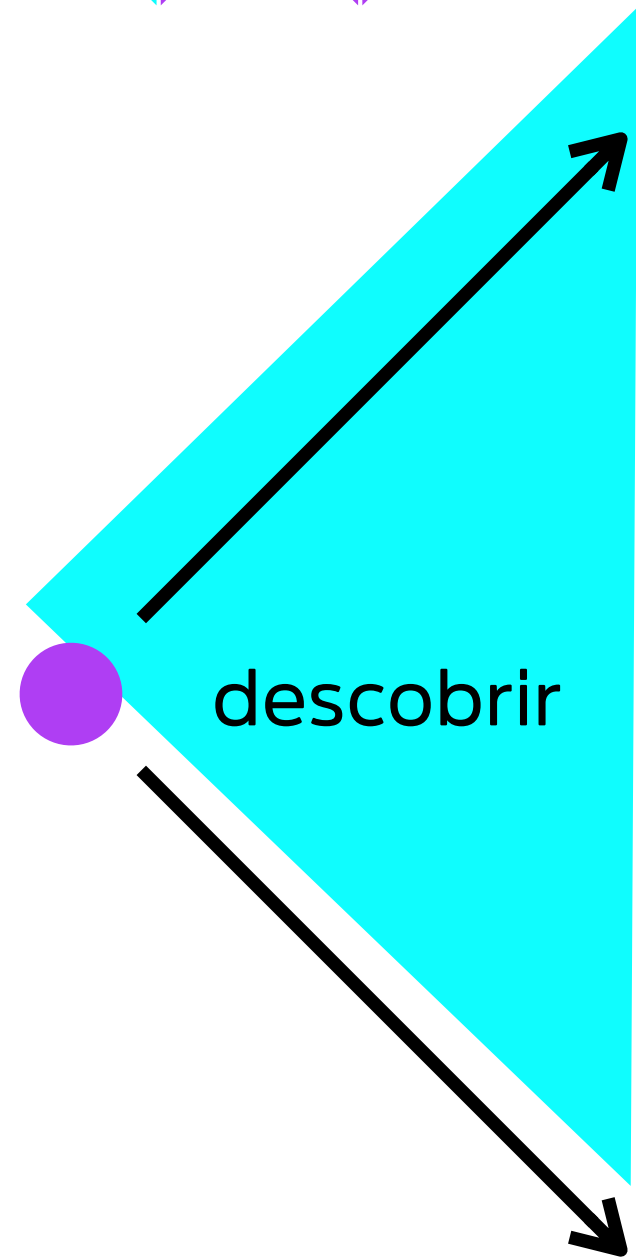
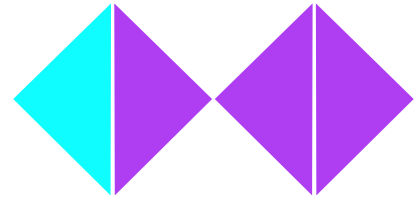
1. Elementos gráficos



Tipografia



DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

1. Cores



1. Logo



1. Tom de voz

Forte*

Revolucionária*

Expert*

1. Elementos gráficos



Tipografia

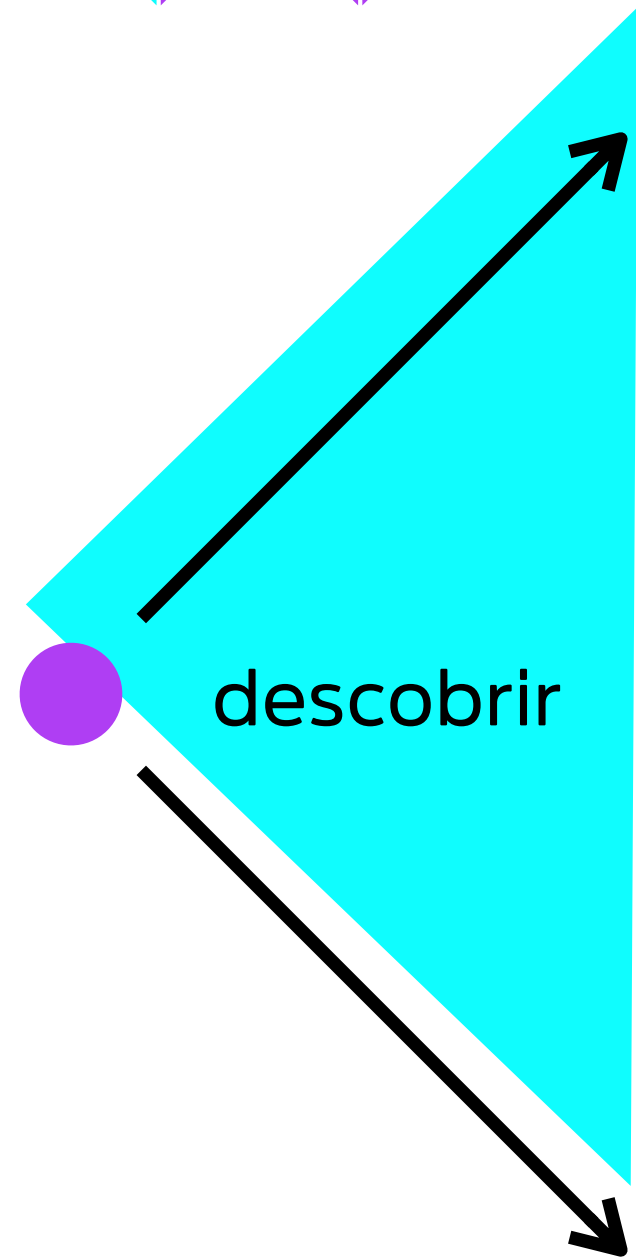
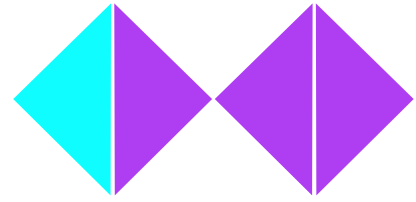


1. Tipografia

Handwritten*

Arial black

DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

1. Cores



1. Logo



1. Tom de voz

Forte*

Revolucionária*

Expert*

1. Elementos gráficos



Tipografia



1. Tipografia

Handwritten*

Arial black

1. Estilo fotografico



DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

Muitas vezes o briefing não é tão preciso e criar nada mais é do que tomar decisões.

DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

Muitas vezes o briefing não é tão preciso e criar nada mais é do que tomar decisões.

Listar características que fazem sentido para o projeto e buscar conceitos antagônicos pode ajudar.

DOUBLE DIAMOND



design audit

mapa de
expectativas

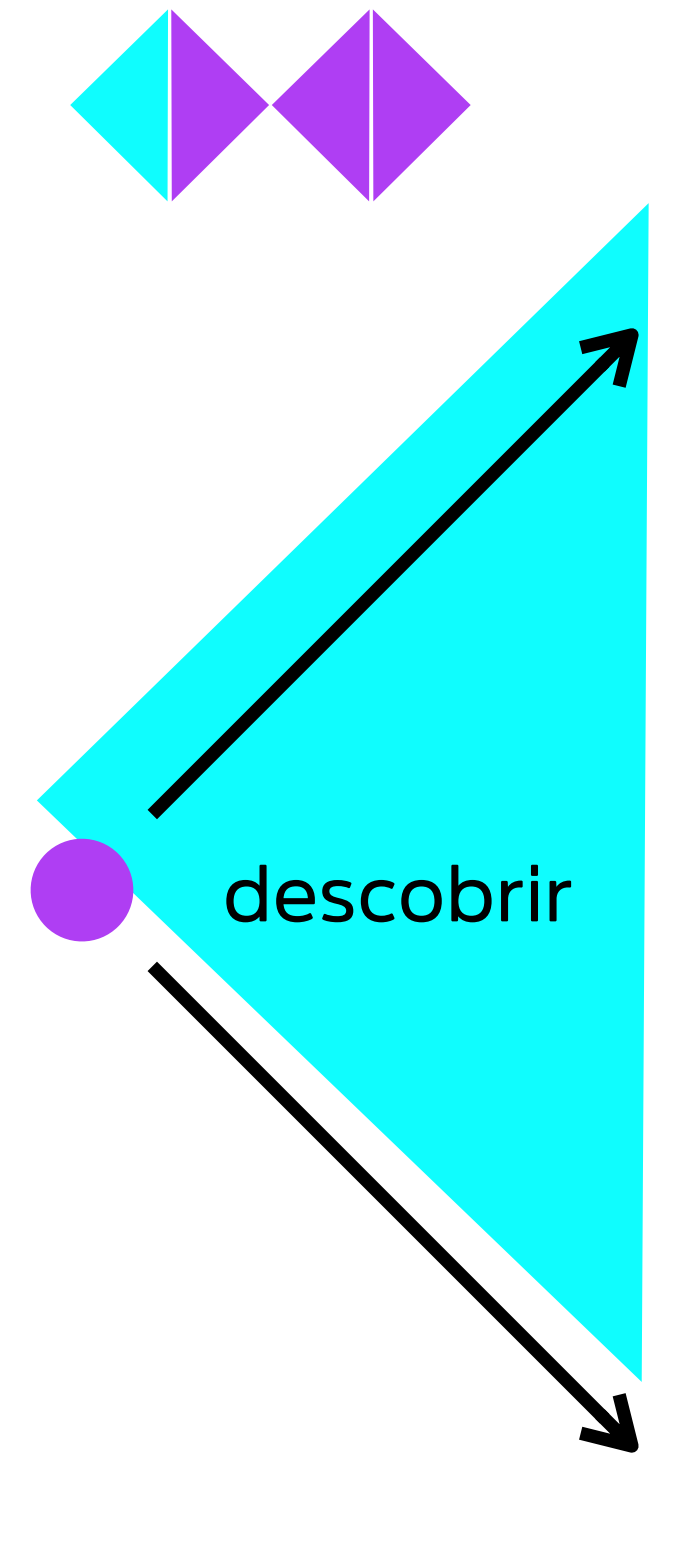
benchmarks

Muitas vezes o briefing não é tão preciso e criar nada mais é do que tomar decisões.

Listar características que fazem sentido para o projeto e buscar conceitos antagônicos pode ajudar.

Desde que vc se obrigue (ou o cliente) a tomar decisões. Não existe meio

DOUBLE DIAMOND



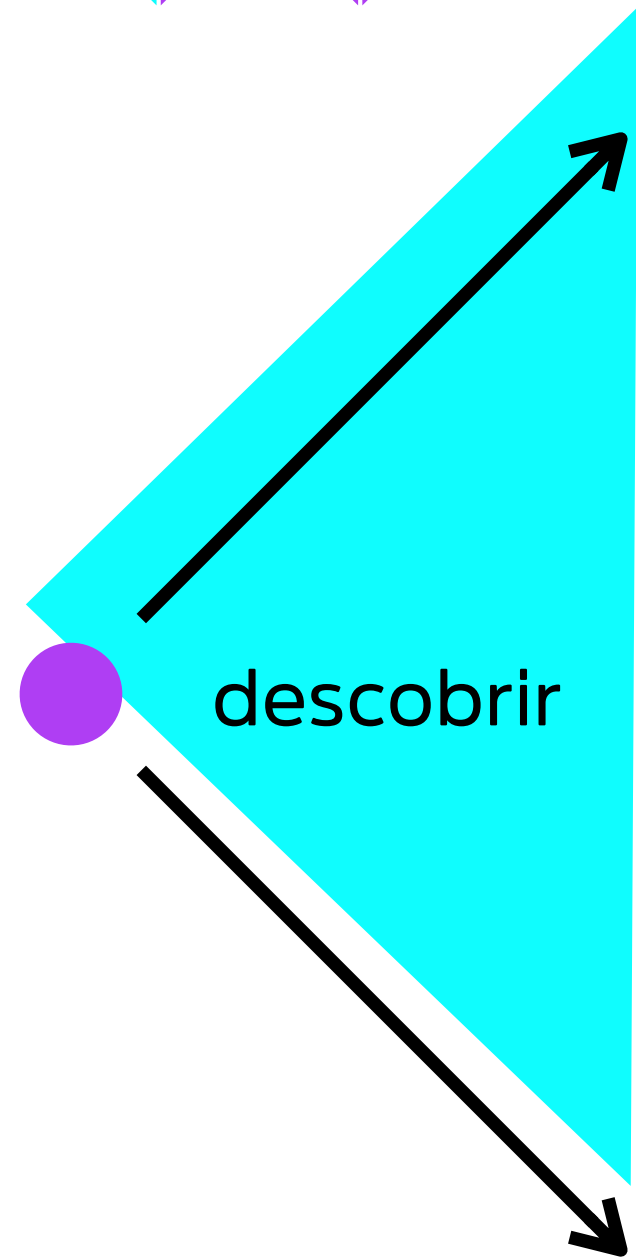
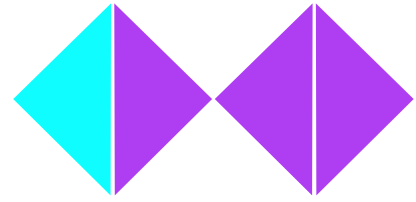
design audit

mapa de expectativas

benchmarks

	+		+		
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POPULAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SOFISTICADO
FEMININO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MASCULINO
IRREVERENTE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SÉRIO
LEVE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PESADO
AFILIATIVO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	INDIVIDUAL
FLEXÍVEL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RÍGIDO
NACIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	INTERNACIONAL
DIRETO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ABSTRATO
DESCRITIVO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CRIATIVO

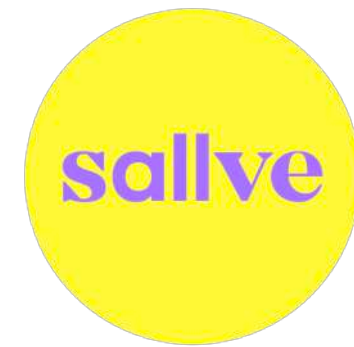
DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks



	+		+		
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LEVE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PESADO
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NACIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	INTERNACIONAL
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DESCRITIVO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	CRIATIVO

DOUBLE DIAMOND



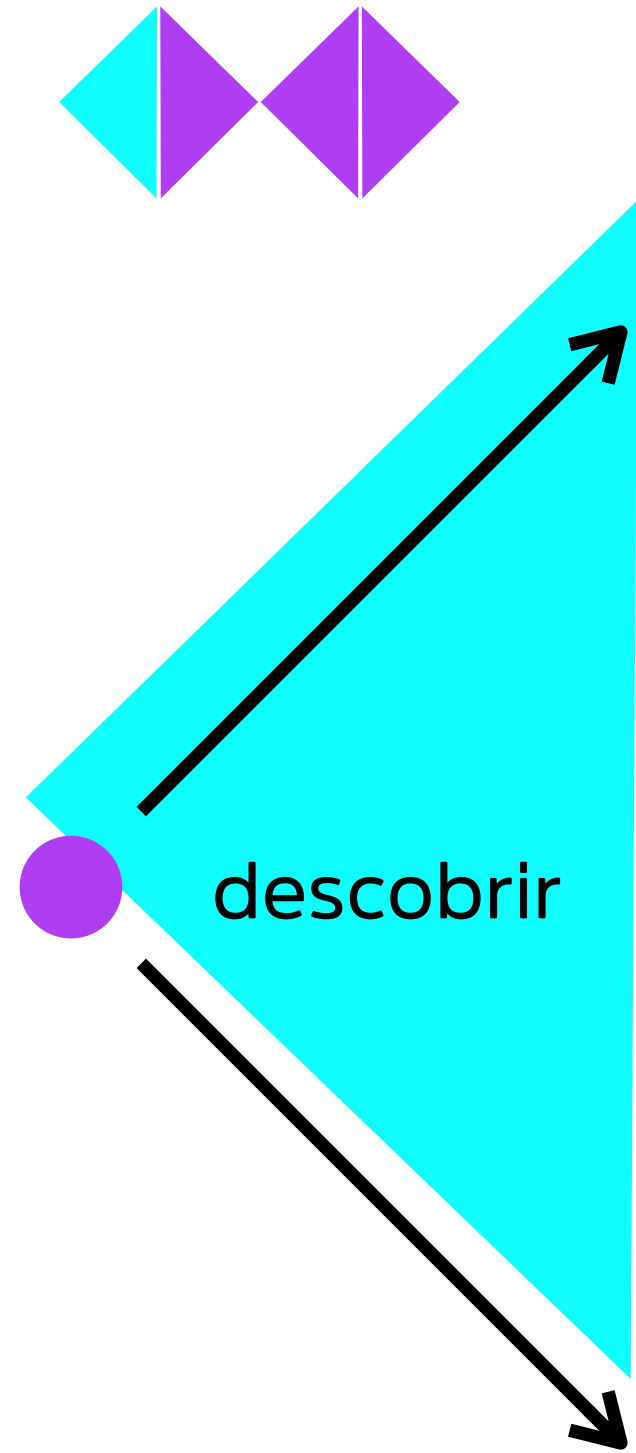
design audit

mapa de expectativas

benchmarks

Exercício de observação de outros projetos, referências e marcas com o objetivo de inspirar, mesmo que para soluções diferentes ou outros seguimentos

DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

103 países

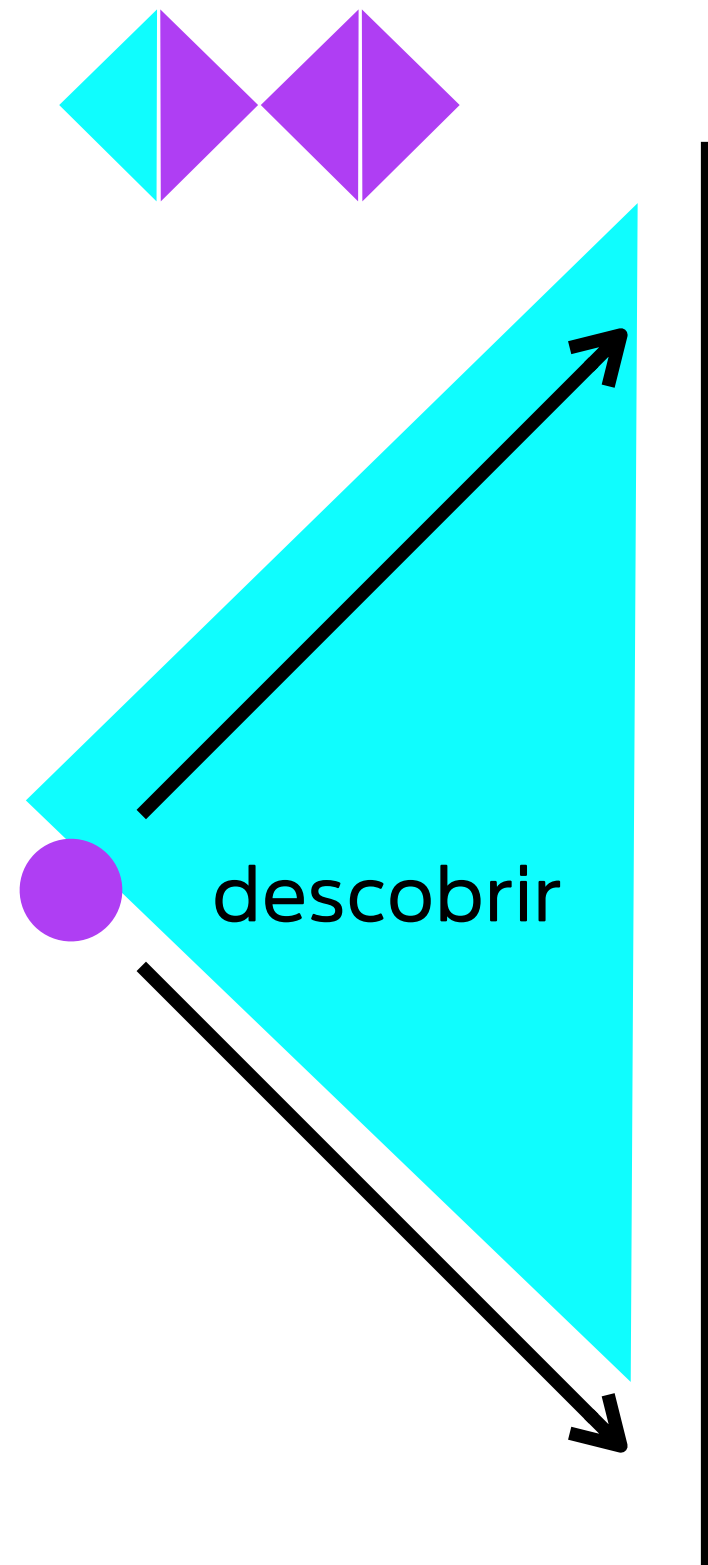
16 moedas

comprada pela Ebay em 2002.

portfólio com grandes

Traz poucas informações e quase nenhuma linguagem técnica de imediato
ICONES PROPRIETARIOS

DOUBLE DIAMOND



design audit

mapa de expectativas

benchmarks

BEHANCE

DRIBBLE

PINTEREST

CUTEDROPS

THE DIE LINE

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All

Animation

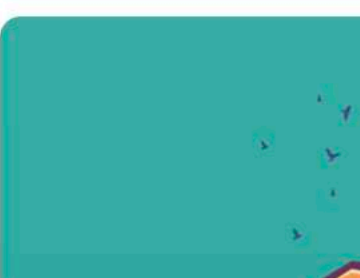
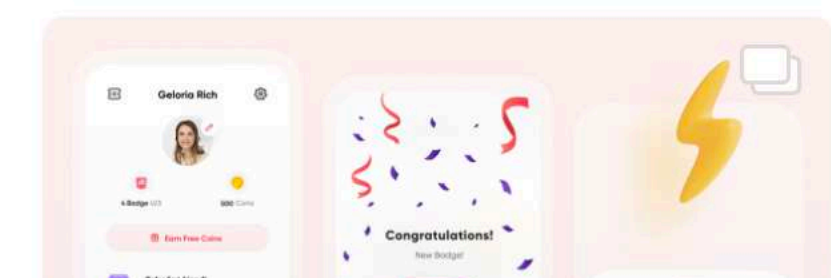
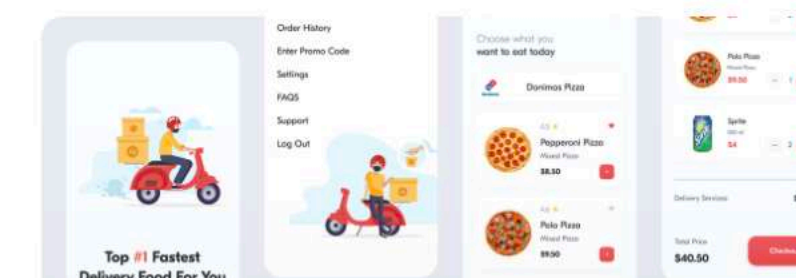
Branding

Illustration

Mobile

Print

Product Design



RECAP

- ✓ **ROADMAP**
Escopos possíveis
- ✓ **METODOLOGIA DOUBLE DIAMOND**
Divergir para convergir
- ✓ **ETAPA 1 - DESCOBERTA**
Divergência

—
OBRIGADA