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## Overview

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**Branding** through interior design is the process of transforming an environment into a three-dimensional embodiment of a brand. One that instantly reinforces a facility's position, communicates its identity, unifies its culture, and delivers the brand experience to customers. By integrating your brand strategy into the interior design process, you can create environments that help customers, employees and business associates better understand your mission, vision, and values.

A branded environment is devised of components such as architecture, layouts, finishing materials, lighting, environmental graphics, way-finding devices, signage, and décor elements that reflect and reinforce the personality of a brand. All of these elements work together to create a physical and sensory relationship with the customer. When implemented correctly the interior design communicates your brand's message and it lets people touch, explore, and engage with your brand in the physical space.

A **Design Concept** is the idea behind a design. It is how you plan on solving the interior design problem. It's the underlying logic, thinking, and reasoning for how you'll design a space. Your concept will lead to choices in your client's needs and tastes. It is going to define aesthetics and determine your design. Every design decision you make will fall back on your concept for direction. Your design concept becomes the framework for all your design decisions.

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## Objectives

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- Understand the importance of branding in interior design.
- Identify the most important characteristics of your brand.
- Understand the relationship between branding strategies and design process.
- Be able to develop a **design concept** that allows meeting the needs of a client; taking into account comfort, aesthetics and environment commitment.

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## Assignment/Procedure

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### **CLIENT & BRANDING**

#### **Who are your customers?**

- Identify who your customers are.
- The more detailed understanding you have of your customers the better.
- This one group of customers should then be split into sub-groups according to the design choice.

#### **Customers' Analysis.**

- Segment these groups
- Develop customer profiles

#### **Discover their needs**

- Must **show what the needs of these different customer groups are.**

#### **Branding/Product choice**

- How does your brand choice meet the needs of the customer?
- Identifying how the products/service meets the needs of each customer group. How do you will provide solutions?

### **Brand Inspiration**

- Brand concept/goals/believes
- Brand image components (logo, colors, materials)
- Inspiration/Impact

### **Clients**

- Owners
- Users
- Consumers

### **Product Line & Service Analysis (Use the pie graph for this)**

- Products
- Products' hierarchy
- Services

### **Conclusions**

- Important aspects to take into consideration for you Community Facility design.

## **DESIGN CONCEPT**

A strong design statement is specific, and discusses the actions you will take to meet your client's needs. Your statement should include both your intentions and goals for the space and the specific strategies you'll use to accomplish them.

1. Develop a brief Concept Statement (a paragraph no longer than 4 sentences) that aims to clearly and efficiently communicate your design approach for your facility.
2. Choose 3 strong mood images that you consider can help to develop and explain your Design Concept.
3. Build a 3D model

### **1- Concept statement**

Write a Concept Statement. Articulate the set of main concerns for your project. These would include written statements about the following things:

- The project's essential purpose
- Main goals for the project
- Dominant features and spaces within the program
- Basic programmatic components of the project
- Crucial aspects of the project

### **2- Image Analysis.**

Select **three to five** iconic images from your brand. Analyze them for:

- Intent
- Design qualities, and
- Meaning

A successful analysis will be able to state what the image is saying, how it is saying it, and why it is saying it. Develop ideas about how can your design communicate brand qualities?

### **3- Concept Model**

Create an abstract physical model that **TRANSLATES** the findings from your analysis into a physical (Architectural) form. Concentrate on creating an object that conveys the mood and ideas behind your of your client/brand/products & services.

**This is a concept model not a spatial model!** This model is sculptural. It will be a constructed object that demonstrates the results of your exploration regarding the design principles and physical qualities that express the branding characteristics. Use a variety of interesting materials that convey a sense of brand in an artistic manner.

These models should be well-crafted, thoughtful explorations that contain design information you can use to help with decision making as you design your project.

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## Deliverables

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- Digital PDF Presentation. Create a Brief **(10 min max, you will be timed)** (PDF) that covers all the information above.
- 3D physical model

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## Due Dates

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### **Thursday Sept 28<sup>th</sup>**

- Assignment Intro

### **Tuesday Oct 3<sup>rd</sup>**

- Desk Crits

### **Thursday Sept 5<sup>th</sup>**

- Desk Crits

### **Tuesday Oct 10<sup>th</sup>**

- Final Presentation