

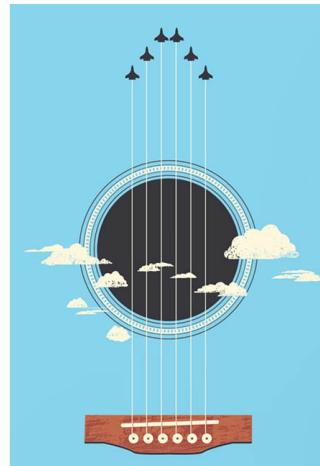
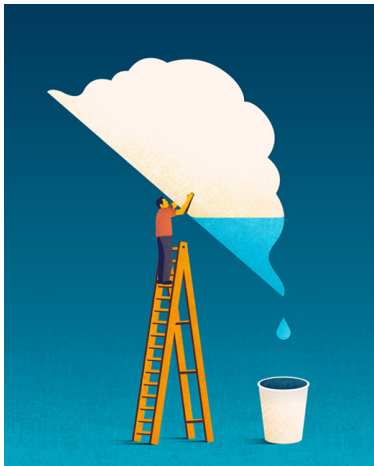


B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Introduction to Conceptual Design Thinking.

Demonstrated through Logos, Posters and Editorial Illustrations.





B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

5-Step Process.

Define the problem

Identify Two Unique Points of Differences (POD's)

Develop a Comprehensive List of Your POD's

Identify the Tension Points (Start design thinking)

Develop the Idea and Design Solution



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Define the Problem.

Example Logo Assignment:

Pine Knob Music Theater

Create a logo for an outdoor music venue that is located among beautiful Pine Trees in Michigan. The venue is open from May to September and features a full summer list of music concerts in all music genres. Depending on the music group playing, the target audience is everyone from teens to adults who can sit out on the beautiful rolling grass, listen to music and bring picnics and drinks.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Identify Two Unique Points of Difference
about the organization, the event or product you are working on.

Look at the name of the organization or what it does or is.

Do the research on your subject.

Pine Knob Music Theater



Develop a Comprehensive List of Your POD's.

Pine (Trees)

Surrounded by the outdoors
Pine trees
Rolling hills to sit on
Grass
Nature
Blankets
Summer nights
Romantic
Under the moon
Stars in sky
Bring a Picnic
Be with friends

Music

Saxophone
Drums
Guitar
Guitar pick, strings, knobs
Piano
Microphone
Music notes
Speakers
Drum sticks
Trumpet



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Identify the Tension Points.

Pine (Trees)

Surrounded by the outdoors

Pine trees

Rolling hills to sit on

Grass

Nature

Blankets

Summer nights

Romantic

Under the moon

Stars in the sky

Bring a Picnic

Be with friends

Music

Saxophone

Drums

Guitar

Guitar pick, strings, knobs

Piano

Microphone

Music notes

Speakers

Drum sticks

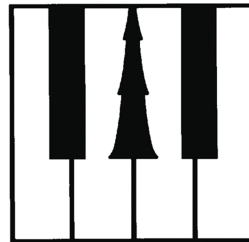
Trumpet



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Create Your Idea and Design Solution.



PINE KNOB

MUSIC THEATER



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Define the Problem.

Example Poster Assignment:

UCLA Summer Series Sessions

Create a poster announcing the summer session of classes at UCLA. UCLA is higher learning institution that is well recognized and respected. It offers undergraduate and graduate school studies throughout the year, including summer sessions. The main campus is located in Los Angeles, with additional campuses located throughout California.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Identify Two Unique Points of Difference
about the organization, the event or product you are working on.

Look at the name of the organization or company, and what it does or is.

Do the research on your subject.

UCLA Summer Series Enrollment of Classes



Develop a Comprehensive List of Your POD's.

Classes

Pencils
Books
paper
Tests
Student life
Studying/Learning
Different types of tests
Grades

UCLA (The school)

Key buildings on campus
School logo/seal
The bear mascot
Los Angeles
Hollywood
Beach
Palm Trees
Music notes
Speakers



Identify the Tension Points.

Classes

Pencils
Books
paper
Tests
Student life
Studying/Learning
Different types of tests
Grades

UCLA (The school)

Key buildings on campus
School logo/seal
The bear mascot
Los Angeles
Hollywood
Beach
Palm Trees
Music notes
Speakers



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Create Your Idea and Design Solution.



UNIVERSITY OF CALIFORNIA, LOS ANGELES / LOS ANGELES, CALIFORNIA 90024 / (213) 825 8355



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Define the Problem.

Example Logo Assignment:

Writing Strands

Create a logo for a nationally recognized home school educational program, specializing in Writing Curriculums.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Identify Two Unique Points of Difference about the organization, the event or product you are working on.

Look at the name of the organization or company, and what it does or is.
Do the research on your subject.

Writing Strands

Also explored tension points like Home & school, and Home & writing



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Develop a Comprehensive List of Your POD's.

Education

Teachers apple
Text Books
Book Spines
Chalk board
Chalk
School desk
Graffiti on text books

Writing

Pencils
Pens
School paper
Dictionary
Erasers



Identify the Tension Points.

Education

Teachers apple

Text Books

Book Spines

Chalk board

Chalk

School desk

Graffiti on text books

Writing

Pencils

Pens

School paper

Dictionary

Erasers



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Create Your Idea and Design Solution.





B R U C E W Y N N E - J O N E S

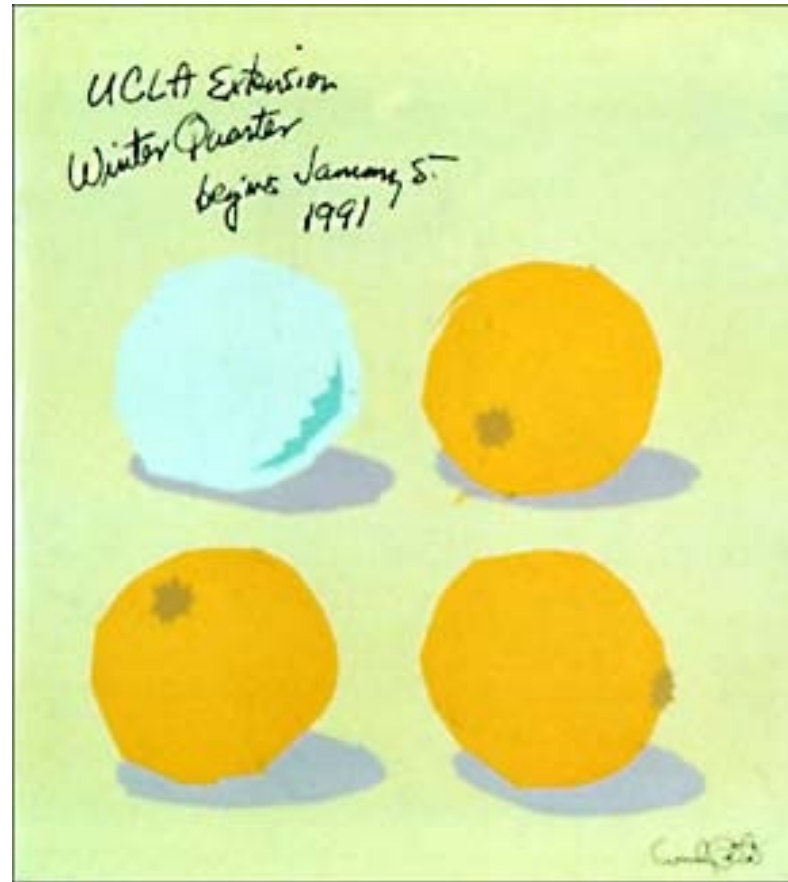
CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Other Conceptual Design Examples



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Program cover for the winter series session of classes at UCLA.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Poster announcing Wood Pirtle of Pentagram Design will be speaking at The Art Directors Club of Iowa.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Amnesty International poster.



B R U C E W Y N N E - J O N E S

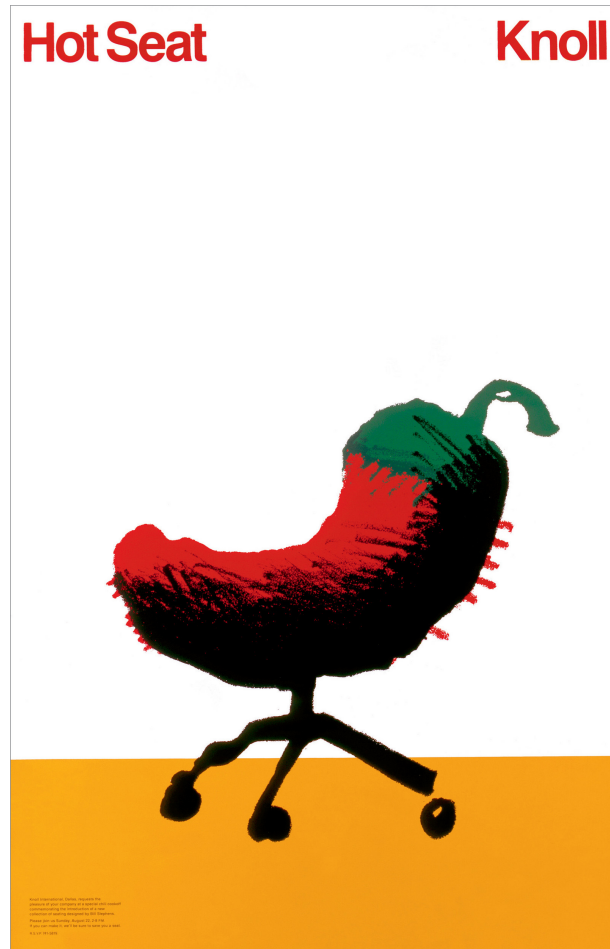
CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING





B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Knoll International poster announcing a special chili cook-off commemorating the introduction of a new collection of chairs by Bill Stephens.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Poster commemorating the 10th Anniversary Shakespeare Festival.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Crossroads Film



Expresso Rescue



Aubrey Hair Salon



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Editorial Illustration Examples.





B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

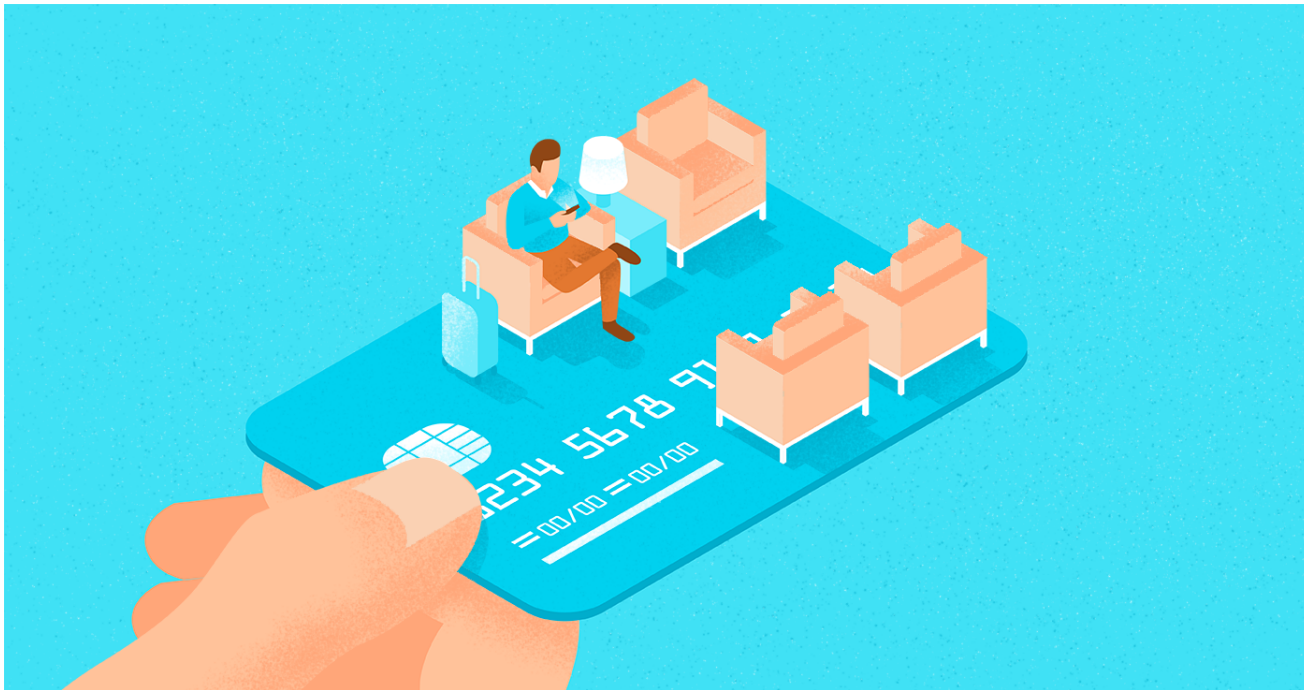


Illustration for an article on the best credit cards to get you into the top airport lounges.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Illustration for an article on the cheapest ways to beat hot summer weather.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Illustration for an article on Designing a sustainable diet.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Illustration for an article on Improving cash flow.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Cover illustration on questions over Mavericks charter schools' quest for profits.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Illustration for an article on the pros and cons of legalizing marijuana.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING



Illustration for an article on Christmas vs Hanukkah.



B R U C E W Y N N E - J O N E S

CREATIVE DIRECTION / STRATEGIC DESIGN / BRAND BUILDING

Your Assignment to Solve.

OFF THE RECORD

Create a logo for Off the Record, a Stylish Craft Beer and Vinyl Shop in Deep Ellum.

