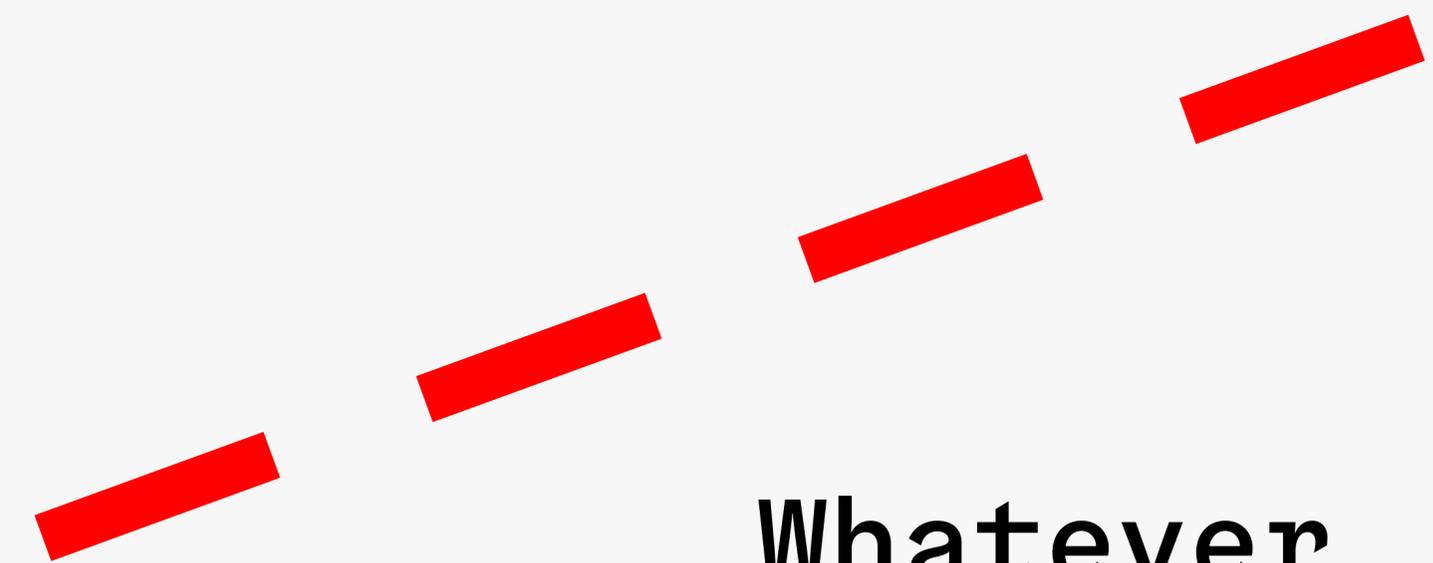


Make  
Great  
Again



Whatever  
You Want

ReDesign



Packaging

Products &  
Services

(Re-) Branding

What do you want

Theatre season  
campaigns

Corporate  
Design

TITLE Make \_\_\_ Great Again

TASK Re-design/re-branding of a brand of your choice. (Including guest feedback/input)

STUDY PROGRAMME Communication Design (Kommunikationsdesign, KD)

COURSE TYPE Design project (DPro) Semester 4-9

WORK FORM Teams (2-3 participants)

LESSONS First: input and exercises together; later: feedback individually in groups

LANGUAGES English for Incomings + German

LECTURER Prof. Kai Bergmann

DATES Thursday mornings (26S)

START March 19, 9:00 am

INCOM WORKSPACE → <https://tha.incom.org/workspace/1870>

GERMAN PROJECT DESCRIPTION → <https://tha.incom.org/project/8814>

ROOM M3.11A

Prof. Kai Bergmann

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## 01- TASK

Redesign a brand identity of your choice. Any 'brand' is in principle eligible. Whether it's a cultural institution (season programme), a company (corporate design), a product (packaging) or a service ('branded interactions'). The key requirement is that you revamp an existing brand or design identity.

You can choose a project yourself or I can suggest something (initial examples below).

You can set your own individual priorities:

In addition to the basic 'design assets' such as logos, colour schemes, icons or typography, you can, for example, design posters, packaging, animations, UI/UX, products, vehicles & buildings, or even processes.

The only important thing is that enough artefacts are produced to establish a consistent and coherent design system.

According to industry estimates, in branding agencies and smaller design studios, around 40-80% of the work typically involves developing redesigns or rebrandings. In recent years, separate categories for redesigns and rebrandings have become established in design competitions.

In your future professional life, you will often be actively engaged with this topic. It is therefore important to engage with this topic systematically whilst you are still a student.

#### LEARNING OBJECTIVES

- Systematically analyse an existing brand or packaging design
- Clearly identify problem areas and opportunities for a redesign
- Formulate a coherent brand positioning or core concept
- Develop a visual concept for a redesign
- Justify and present design decisions with supporting arguments

Heike Wilhelm → <https://www.jvm.bi>

Creative Director & Founder of Jung von Matt Brand Identity.

Heike has been primarily responsible for the brand identities of many major brands that you are likely all familiar with: Tui, Mercedes-Benz, Sixt (all including logos).

Her work has won numerous design awards, and a large part of her work involves redesigns and rebrandings (e.g. Edeka, Berlin, gamescom, Vorwerk, etc.). This makes her ideally placed to provide you with expert feedback on your concepts and design approaches.

Nicolas Markwald → <https://ddc.de/>

Designer, professor and former board member of the German Designer Club.

For many years, Nicolas has worked with renowned cultural institutions, including the Deutsche Oper am Rhein and the Ballett am Rhein (Düsseldorf/Duisburg), the Jewish Museum Frankfurt, the Germanisches Nationalmuseum in Nuremberg, the Schirn Kunsthalle Frankfurt and the Haus der Geschichte of Germany. His work has won over 100 design and creative awards.

These include the Red Dot Grand Prix (Best Work of the Year), ADC Germany Gold and ADC Europe Gold.

## 04– WORST CASES

(Here are a few examples you might choose, for instance)

### CITY OF LEIPZIG

The currently highly controversial redesign of this major Saxon city (agency: EdenSpiekermann). The new heraldic animal was mocked as a ›bent coat hanger‹ – a petition with around 16,000 signatures was launched in opposition.

### WIESBADEN STATE THEATRE

Designed at the time under the former artistic director by Formdusche. Changed to HerburgWeiland following the change of the artistic director. The original briefing (!) is available for you!

### NATUMI

Better blood-emptiness or typographic Armageddon? With many competitors and 30 products, differentiation is the brand's central challenge.

### SPORTSCHECK

Part of the Otto Group. The brand identity is currently being revamped: an online shop and 26 branches across Germany – what would you do with it?

### AFFINITY

Original design for the affordable alternative to an Adobe subscription. Numerous digital formats: splash screens, online advertising formats, interface design ... and the target audience: you!

### FC AUGSBURG

Mutabor.de was commissioned to carry out the rebranding in 2023. A redesign of the crest (don't call it a logo) was blocked at the time by the active fan base. From a design perspective, there is plenty of potential.