

Visual Families

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Overview

- What is a family?
- Defining Characteristics of Product Families
- Branding

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What is a family?

Happy family.



Family: A group of individuals derived from a common stock

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What is a product family?



Is this a product family?
Why or why not?

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What is a product family?



Is this a product family?
Why or why not?

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What is a product family?



Is this a product family?
Why or why not?

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What is a product family?

Is this a product family?
Why or why not?

What is a product family?

So what makes a product family?

What are the characteristics that tie products together into a family?

Visually cohesive
Conceptually related
Physical and Semantic relationships

*semantic:
Of or relating to meaning, especially meaning in language.*

Product form!!

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Defining Characteristics of Families

A product family is defined by the sum of its:

- formal characteristics
- details and functions
- transitions and intersections
- branding

Which of these are physical?

Which are conceptual and emotional?

Which do we, as designers, control?

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Defining Characteristics of Families

Formal Characteristics:

- Color
- Line
- Weight
- Texture
- Material

How do these elements create visual cohesion between family members?

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Defining Characteristics of Families

Details & Functions:

- Snaps
- Buttons
- Controls
- Latches
- Clips
- Clasps
- Indents
- Knobs
- Edges
- Notches
- Seams

How do these elements create visual cohesion between family members?

Defining Characteristics of Families

Transitions & Intersections


- A transition is defined by the meeting of two surfaces or planes
- An intersection is defined by the crossing of two surfaces or planes

How do these elements create visual cohesion between family members?

Defining Characteristics of Families

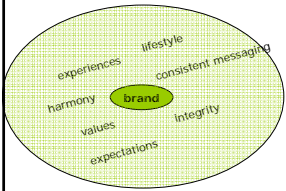
Branding

What is branding?



Is this branding?

Branding



Branding is built on the sum of these concepts.

Branding is controlled by and affected by form!

- More than just a logo
- A way of thinking
- Consistent
- Value, emotional

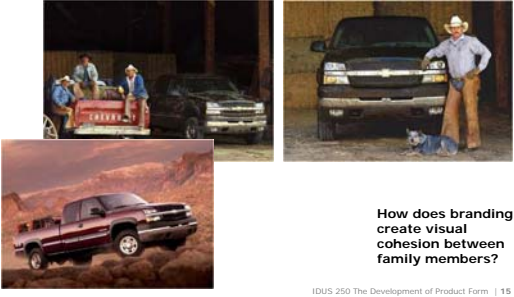
Coca Cola's brand value was estimated, in 1996, at being \$45 billion dollars.

Not their manufacturing plants.
Not their soda.
Their brand.

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Branding

Like a rock.



How does branding create visual cohesion between family members?

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Branding

Clearly Canadian.




How does branding create visual cohesion between family members?

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Branding

Share moments. Share life.



How does branding create visual cohesion between family members?

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Branding



How does branding create visual cohesion between family members?

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Branding

Branding is the sum of:

Experience
Expectations
Values
Lifestyle

We control brand through form.

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Summary

- What is a family?
- Defining Characteristics of Product Families
- Branding

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