

Department of Media
MAJOR PRACTICAL PROJECT
STUDENT CREATED DESIGN BRIEF

Title of Assignment: Creating a Brand	
Module Title and Level: Major Practical Project	Deadline: 07/05/2013
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What Discipline is this Project:

Design - Branding and Identity | Graphic Design | Web Design

Assignment Introduction and Context:

So far as being a digital design student, I have gained and explored a wide range of skills and elements throughout the course. Throughout my assignments, I have enjoyed the creative side but there are elements within the digital design that I would like to improve my skills within and get a better knowledge off.

My major project is about creating a brand that would move into the mainstream industry. This project would consist of creating a logo, which will help promote the brand, but as well as a range of clothing designs, which would work alongside each other. The reason I want to do this is that whilst back in college, I started creating designs, which I then sold but as a limited edition. By doing this, I felt that I was being recognised but as exams arrived; I wasn't able to continue within the market field. When this project is complete, it would help me boost start a career into branding and advertising industry and enable me to have an identity upon a product.

My idea is to create clothing designs. This will be my own artwork which I will use software such as Illustrator and Photoshop to enhance the visual effect. By this it will demonstrate my ability to create something from my own ideas and follow it from initial conception to full complete visual graphics whilst demonstrating my creative integrity and strengths. Additionally in completion of the project, I will produce minimum of 5 or 6 page website which will be created using Dreamweaver. This will help expand my technical and web design skills which I will be able to add to my CV and portfolio to represent to possible future clients.

Market, Client and Audience Information:

My intended audience is young student/adults from the age of 16 to 24 year olds. It being created to phrase of *“dress how you feel”* as I feel that people shouldn't be judged or stereotyped because of how they look or what they wear. The client would be aimed towards the male gender at present until the business kick off to a big demand; that would lead to opening a shop to sell the products on and then being more versatile to create designs to the opposite sex. Another audience would be at potential employers.

Project Objectives:

The objective of this project is to enable me to set up a platform for myself for after university. It will help me along the line of starting up my own business within the graphic design industry of branding/identity and advertisement. I will also create a logo and a variety of fresh design that have an abstract and urban approach to fashion; the style will be very “carefree” and “fun” yet meaningful and motivational at the same time. My approach to the designs would be 100% better as I have gained and learnt a wide range of skills during my studies so this would enable me to have a stronger approach towards the outcome. In addition, the objective is to enable me to enhance my skills within web-design as within the future it would allow me to higher my horizon within the job markets. Furthermore, the objective will also broaden my skills and test me to working with deadlines and also a chance to demonstrate my technical skills gained throughout the course and build knowledge in the adobe suite software. Overall the objective will follow from the concept idea to the final production.

Assignment Deliverables:

For my final project, I am going to submit:

- Branding Guidelines - Brand name, brand values, brand identity
- A logo
- A range of designs
 - 5 caps designs
 - 10 t-shirts designs
- A website – created via Dreamweaver
- Critical Journal - <http://stefanbarretto92.wordpress.com>

TARGET 1:

By the 11nd December 2012 the following will be completed:

By this date, I would have completed my brief for my major project. Research would also be carried out as shown on my blog within existing brands and logos. I will also come to the final decision on the name of my desire branding name.

TARGET 2 / Waypoint 2:

By the 19th March 2013/ Waypoint 2 the following will be completed:

By this date, I will have logo design of the brand complete with the branding guidelines. Also by this waypoint I will have completed the majority of the final designs for the t-shirt and caps. In addition, I will come up with the mock design ideas for the website.

TARGET 3:

By the 7th May 2013 the following will be completed:

By this date, all of the designs will be complete as well as the completion of the website.

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Student declaration;

I have considered the resource implications of this project prior to submission and am confident that this brief reflects a fair and appropriate task, which can be completed given the allotted timescale and access to existing resources. I understand that once I have sent this brief and it has been approved by the tutor it will become the major practical project task that I am assessed for (using the assessment criteria in the 2008 Digital Media Validation Document). Once it has been approved the project cannot be changed.