

Project Definition

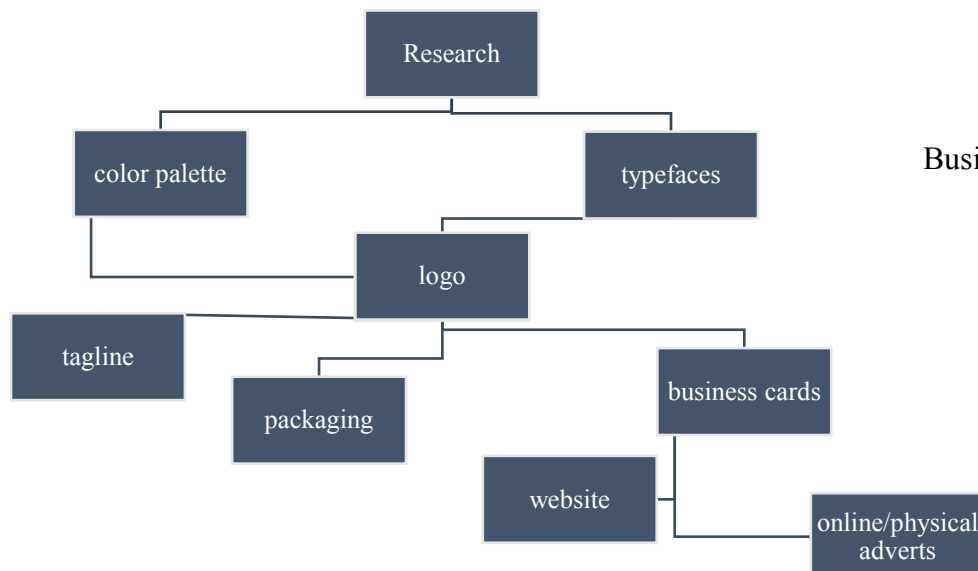
I would like to learn to create logos and design products at a faster pace without losing quality. Personally, it takes quite a long time to brainstorm a good idea and create said idea; thus, my goal would be to become quicker in that beginning process of design. This would greatly connect to real life projects, due to the concept of deadlines. Having to do a project in a certain amount of time is what the industry is based on. I also hope to have this project in my portfolio so show that I can create any type of company from scratch that includes all the related products that usually accompany said product.

The company name is Iliana's Bakery (work in progress) and it will be a retail shop that serves both baked and confectionary goods. The schedule for this project would be: to brainstorm what the logo will be comprised off, come up with color schemes/palettes that the company will be based on, look into font types, finalizing the logo, and creating other branding elements furthering developing the companies' image.

The objective for the project is to deliver a full branding presence for a up and coming business. The deliverables will be: a main logo, main color palettes/fonts, business cards, a website, physical/online adverts, and packaging.

The color palette would either be comprised of pastel colors or bright/colorful colors. The typefaces will probably be either be clean/elegant serif font, or a big bold sans serif font. The logo will show exactly what the business is about at first glance. The demographic will be women 18 and up, but the products itself are for all. The projects will all be completed by the appropriate deadline while meeting all the expected requirements.

Work Breakdown



TIME FRAME

Research: 1-2 days

Logo: 5-6 days

Business cards: 3-5 days

Packaging: 3-4 days

Adverts: 4-5 days

Website: 6-8 days