PROJECT CREATIVE BRIEF

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Signiture

Z.A

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WHO YOU ARE?

What is your service or product?

I am an undergrad student. I would like to be a 3D modeler or an animator in the future.

YOUR OBJECTIVES

Where do you want to go?

I want to design a simple, creative and eye-catching logo.

DESIGN RESULTS & VISION

How would you like to be perceived? Creative, modern, strong, responsible

TARGET MARKET

Who is your audience?

Employers, HR people, designers

COMPETITION

Who is your primary competitor? Other students who seek for a job in

animation field.

SUCCESS CRITERIA

Define how you will judge a successful project.

When the project gets appreciated by both the public and the expert audience. That is, it is simple enough to be understood by unskilled people, and at the same time, is well-designed enough that seizes the professionals' attention.

PROJECT VOICE

What do you want this to say about you?

I want this logo shows my interest in the animation world. Also, it shows that I have creative and modern thoughts.

COLOR PREFERENCES

What is your favorite color?

Turquoise, Navy blue, Burgundy, Orange

Least favorite color why?

Dull colors. They don't feel fresh and alive.

PRINT VEHICLE

What would you like to produce?

Logo / Identity pieces

GAUGING PERCEPTION

Name a logo you like. Explain why?

Wiesinger music piano service Using negative and positive spaces, they could easily display that this logo belongs to a music studio or company.

KEYWORDS

What keywords describe best your business

Enthusiastic, fun, Hi-Tech, original, precision Progressive