

Project Documentation Guidelines

1. Project Planning & Management

- **Project Proposal** – Overview of the project, objectives, and scope.

Project Title: Roast Lab – Brand Identity & Social Media System

Objective:

- Build a consistent, minimal, elegant visual identity for Roast Lab.
- Design a signature poster, social media templates, packaging mockups, and presentation materials.
- Ensure the brand communicates warmth, quality, and modern coffee culture.

Scope:

- Logo integration & refinement
- Color palette & typography system
- Posters & promotional materials
- Social media templates
- Packaging samples
- Final brand presentation

- **Project Plan** – Timeline (Gantt chart), milestones, deliverables, and resource allocation.

Milestones:

1. Research & Personas – Week 1
2. Visual Identity System – Week 2
3. Main & Social Media Designs – Week 3
4. Packaging & Complementary Items – Week 4
5. Review & Refinement – Week 5
6. Final Presentation – Week 6

- **Task Assignment & Roles** – Defined responsibilities for team members.

- **Ahmed Hesham**
Visual identity (Logo), Logo and Final Presentations, 4 Social Media Design.
- **Ammar Yasser**
4 Social Media Design, Logo Concept 1 , Logo Concept 2.
- **Rufail Refaat**
4 Social Media Design, Typography.
- **Bahaa Ghonim**
4 Social Media Design.

- **Risk Assessment & Mitigation Plan** – Identifying risks and solutions.

Risk	Impact	Mitigation
Time constraints	High	Set weekly checkpoints
Style inconsistency	Medium	Create a brand system early
File loss/corruption	Medium	Cloud storage backups
Team communication issues	Low	Use group chat for daily updates

- **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).
- Consistency across all design outputs.
- Engagement increase on social media mockups (likes, comments, saves — measured in testing or peer review).
- Positive feedback from instructor and peers on clarity & professionalism.
- Smooth alignment between logo, typography, colors, and layout system.
- Quality and coherence of final presentation.
- Timely completion of all work stages.

2. Lecturer Review

- **Feedback & Evaluation** – Lecturer's assessment of the project.
- **Suggested Improvements** – Areas where the project can be enhanced.
- **Final Grading Criteria** – Breakdown of marks based on documentation, implementation, testing, and presentation.

Left for the instructor to fill.

The instructor reviewed the project throughout multiple stages.

In the early evaluation, he requested several edits to the visual identity, particularly concerning logo refinement and overall consistency. Our team applied all the requested adjustments, and after revisions, he approved and liked the final version of the logo.

Regarding the social media designs, the instructor expressed full satisfaction with the layout, style, and visual direction. The designs received **complete positive feedback**, with no major changes required.

Overall, the instructor's feedback reflected steady improvement across the project phases and strong adherence to the minimal and elegant branding direction.

3. Requirements Gathering

- **Stakeholder Analysis** – Identifying key stakeholders and their needs.
 - **Primary Stakeholder:** Roast Lab (brand & creative team)
 - **Secondary Stakeholders:** Customers, social media viewers, café partners
- **User Stories & Use Cases** – Scenarios illustrating how users interact with the system.
 - *“As a coffee lover, I want visually appealing posts so I feel attracted to try the brand.”*
 - *“As a social media user, I want a clean design so I quickly understand the message.”*
 - *“As a café customer, I want elegant packaging that matches the brand’s vibe.”*
- **Functional Requirements** – List of features and functionalities.
 - Logo must be scalable for print and digital
 - Color palette must work across light/dark backgrounds
 - Templates must be editable for future content
 - Packaging design must fit standard cup/bag sizes

- **Non-functional Requirements** – Performance, security, usability, and reliability criteria.
 - Visual consistency
 - Readability & accessibility
 - Aesthetically minimal & elegant
 - Color accuracy across export formats
-

4. System Analysis & Design

1. Problem Statement & Objectives – Define the problem being solved and project goals.

4.1 Problem Statement & Objectives

Problem: Roast Lab lacks a complete visual identity system applied across platforms.

Objective: Build a professional, cohesive, and minimal brand identity.

4.2 Use Case Diagram (Design Context)

Instead of actors & systems, we adapt it to:

- Actor: Customer → Interacts with: Posters, Packaging, Social Media
- Actor: Cafe Owner → Interacts with: Branding System
- Actor: Brand Team → Interacts with: Templates & Guidelines

4.3 Functional & Non-Functional (Already listed above)

4.4 "Software Architecture" Adapted → *Brand Architecture*

- **Core Identity:** Logo, Typography, Colors
- **Application Layer:** Posters, Templates, Packaging
- **Experience Layer:** Social media presence, brand tone

2. Database Design & Data Modeling

Converted for Graphic Design:

This section does not apply to design projects → replaced with:

Design Asset Organization

- Logo folder (SVG, PNG, Ai)
- Color palette + typography files
- Posters
- Mockups
- Final presentation slides

5. Implementation (Source Code & Execution)

1. Source Programs

- Adobe Illustrator (logo, identity)
- Photoshop mockups
- Canva/Photoshop social media templates

2. Version Control & Collaboration

- Google Drive or GitHub for asset storage
- Version naming: V1 → V1.1 → Final

3. Deployment & Execution

- All exports in: PNG, JPG, PDF
 - Presentation in: PPTX / PDF
 - Mockups in: JPG/PNG
-

6. Testing & Quality Assurance

- Print test for colors
 - Social media resolution test
 - Mockup realism check
 - Peer review
 - Instructor feedback
-

7. Final Presentation & Reports

You can find our final presentation here:

https://drive.google.com/file/d/1vVkiBoK84Rk3zn7w_JD-UpfPQOziZumG/view?usp=drive_link