# Branding project Document

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## Learning outcome 1, 3 & 4

## Interactive media products

## Iterative design

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## Professional standard

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ICT & Media Design

Semester 2 Class 2

The first project of this semester was the Branding project. This project aims the creation of planning branding for the artist Nathalie Silverentand together with social media self-advertising approach by presenting results of her target audience and translating her missions, values and wishes on her brand.

Nathalie Silverentand is an acrylic/oil/watercolor painter from Veldhoven, North-Brabant, in the Netherlands, who wants to have her own brand to promote and sell her artworks. Nathalie has been working as a painter since 2022. She works between abstract and figurative arts using several different materials such as brushes, palette knives, etc. Nathalie started a career as a painter after/because she felt confident in her artworks and thought that it would be nice to share it with others. Therefore, since then she's been working on commissions and self-inspiration artworks.

- ## Team charter & Project plan (Professional standard)

The first thing that me and my team did was to make a Team Charter . All the team members worked at this document, establishing roles and rules, responsibilities, and metrics of success. My contribution in creating this document was to choose my roles based on my strengths and weaknesses, to write the metrics of success from my perspective and I helped at the other contents as well. One of my roles in this project was to keep track of the tasks. I was the person who organized everything, from meetings to tasks. I used teams and added new tasks, assign them to my peers after discussing together and move the tasks to "done" section. I always made sure everything was done in time and set due dates.

The next step was to create a Project Plan Branding project . My contribution in the project plan was to brainstorm the problem statement together with my team, to find a solution and decide what the team will deliver and not deliver. I contributed to writing the project goal and expected result and I wrote about the methodology that we are using.

- ## Presentations, interview for client (Professional standard)

I presented every time together with my team, or sometimes just one person or two from my team. I also did one of the progress presentations choosing the template and putting the content in it. I believe my presenting skills have improved since orientation phase when I just started presenting.

I helped making the questions for the client every time my peer would send her and email, and after I participated to every discussion based on the client response.

From this project group I believe I improved my communication skills and my organization skills and experienced how to work with a real client.

- ## Target audience & personas (Interactive media products)

For the branding project, one of the tasks was to find the client a target audience.

To achieve that a plan was followed, containing making a survey, personas created by the survey results and choosing the target group. My part in this research started with helping with questions for the survey. Each member wrote some questions for it. After it was done, I send the survey to my friends here and to my family and friends from Romania. When the survey had enough answers, I created personas based on the answers.

The first persona was Maria, a student with low income that wants to invest in art, and it is    passionate about. Based on this persona the target group would be generation z. After feedback the story was not believed, and more research had to be made. I participated to the research and concluded that the chosen target groups will be generation z and people that are 43 + years old. The argument for that is that the generation z, even it will not buy many paintings will spread the word about the client easier to get to the other target audience and they would invest in paintings. I participated to all the discussions about this subject and shared ideas with the group and the decision was taken after all team members agreed. Based on this decision I created two personas who will fit our target audience. One of them is Hannah, a young woman who is interested in art, and the other one is Adelle, older than Hannah, that would be interested in investing in art. So, the personas and target audiences are connected and with both implication the client can achieve success.

Maria persona:
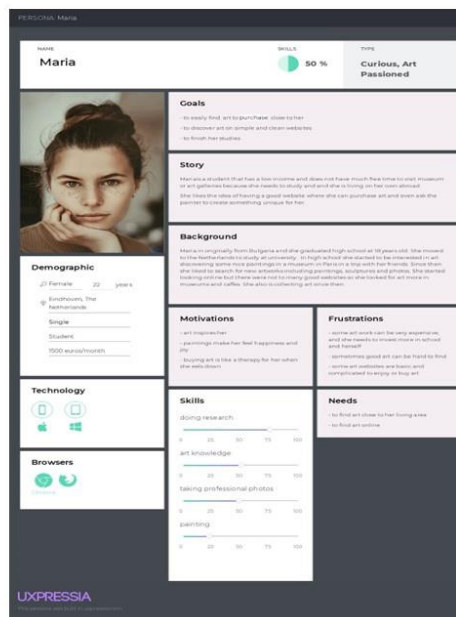


Hannah and Adelle personas:
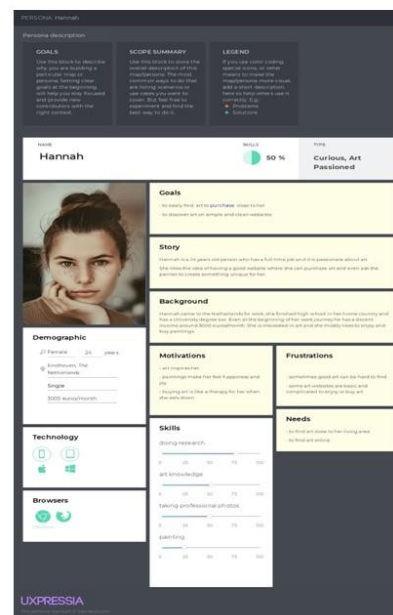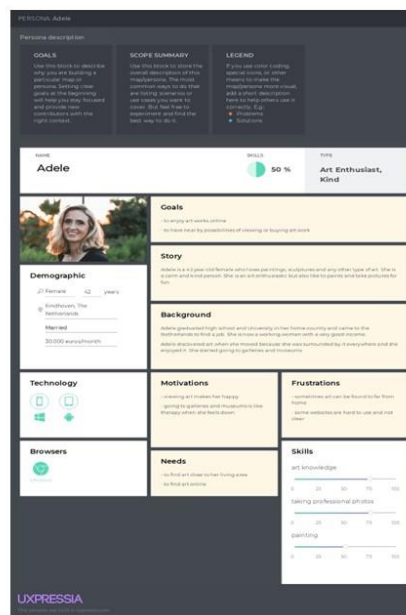
- Stlyescapes and logos (Iterative design)

For the group project I made a stylescape and logo versions for the client to choose. This gave me the opportunity to try out the Canva tool. It turns out to be very easy and fun to work with. Before feedback for the idea, the team decided that three stylescapes will be made, one that fits exactly the client idea, one that is bold and loud and one that is completely different from the client idea. I did the one opposite from the client idea. She wanted something with pink, white and gold, pastel colors, and minimalistic style, so I went for dark and grey, neon light fonts and mystery feels. The first model that I made had also minimalistic fonts, and too many different elements, so after feedback I removed some elements that did not match and the minimalistic font. The client wanted to have some flowers in the logo, so I designed some logos that are black and white and some colored by her wishes. The logos consist of the client's name and different kinds of flowers.

**From this experience I learned how to use Canva, I did my first logos and learned how to make stylescapes.**
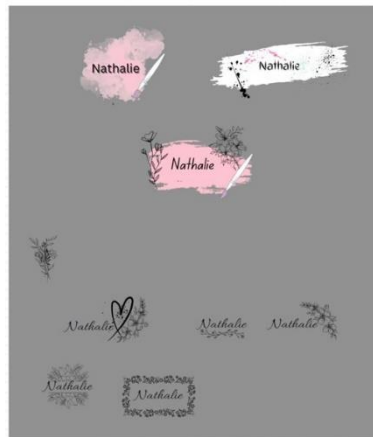
- ## Brand guide colors (Iterative design)

For the Brand guide document my task was to write about the colors that were chosen for the client.

White, gold, pink and white gave the website a minimalistic style, expressing simplicity. The gold was chosen for the psychology fact that captures the interest of the user and expresses elegance. This was my discovery.



### 2. Colors
- Brand colors

- Our brand colors are white (#FFFFFF); pink (#EBCDD7); gold (#DEB75A) and black (#000000). They are used to express simplicity, minimalistic style, and high-quality products. Gold is used because according to color psychology it sparks interest in the user.
- We are using the colors to create an accessible brand for all people and maintain consistency.
- Also, the colors we chose express the client's artwork, being in theme with her style and paintings.

- Facebook mockup (Iterative design)

   One of the promoting strategies found for the client was to stop editing the pictures and put filters on them on social media and start to post more and have a clean layout on the platforms. I made a Facebook mockup for the client to get an idea about how her profile should look.

   I chose to put the logo instead of a photo or selfie of the client because in my opinion it looks more professional like this. For the background photo my idea was to use a painting of the client, I put a random one that I had but advice the client to put one painting that she likes the most or represent her the most. For the content I designed the posts without any filters and advised the client to post them that way.
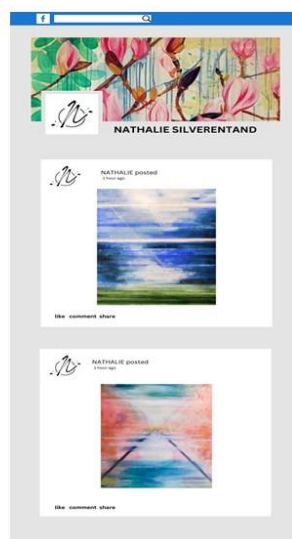
- ## Wireframe and prototype (Iterative design)

I participated in the creation of the wireframe and prototype for the client website. For the wireframe I designed four pages. I followed the layout idea of one of my teammates and designed the pages to be simple and clear. I used grid for better alignment.

For the prototype I designed three pages and here I can present the progress that I made. The first idea that all group members chose based on the final stylescape design was to use marble in for the pictures as a border. I played with the border shape to see which one looks better, a square shape or a little bit rounded. I chose the rounded style. After getting feedback me and the team decided together that marble is not the best idea because for some people it gave wrong vibes. I started experimenting with pink, grey or gold border and playing with the thickness of it to choose the best one. After trying every possibility, I decided the pink is the best choice, and my teammates agreed. Other design choice that I made is to add leaves to some photos to express more elegance. After getting feedback from teachers all team agreed to modify some fonts.

For the rest of the pages, I followed the layout from the wireframe and designed everything in team with the main page.

These are the pages that I did for the wireframe:
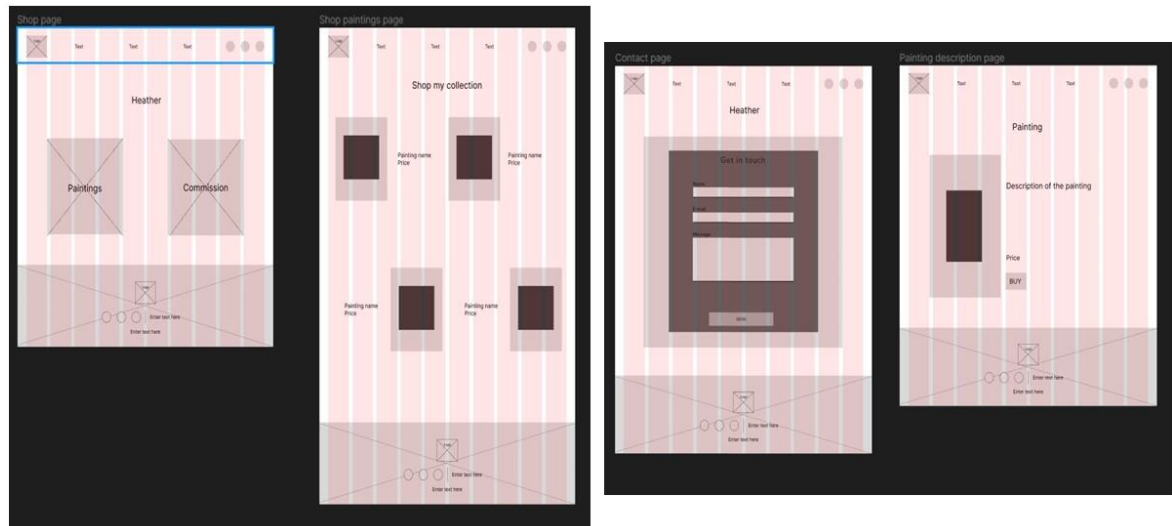
These are the pages that I made for the prototype and the process:
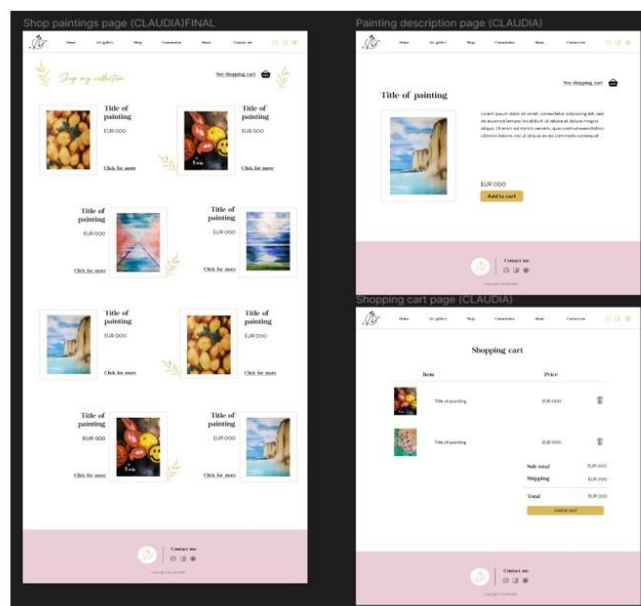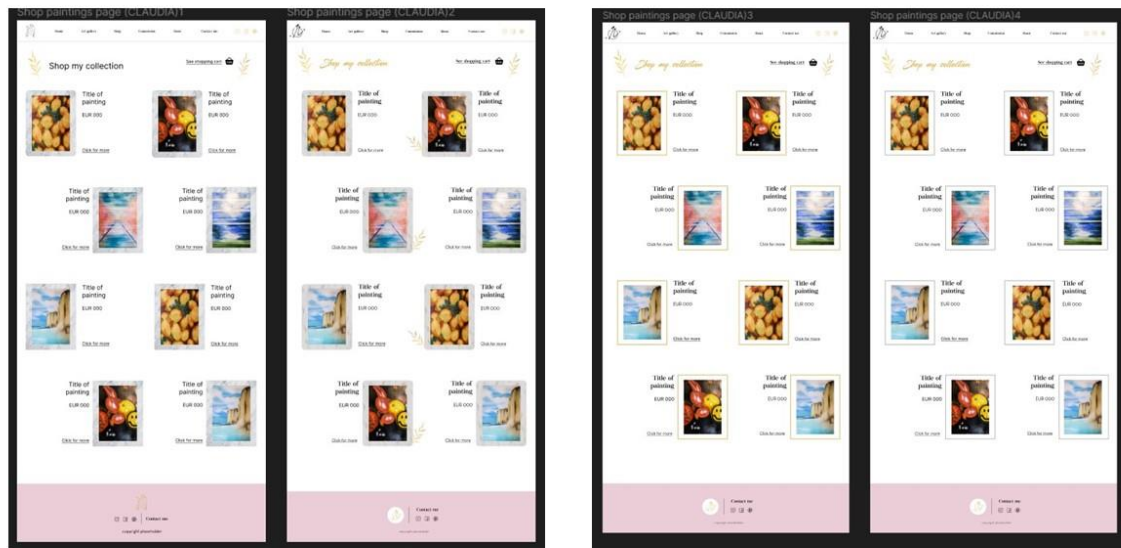
- Final presentation & results (Professional standard)

At the end of this project, we were able to deliver all the deliverables that we listed in our project plan. We also reached the goal of this project, which is: to create a new brand for Nathalie that aligns with her core values and the target audiences' demands. The expected results in the project plan were also met, the client's satisfied with the deliverables, and a good communication with the client is maintained until the end of the project.

This branding project is considered a success, as the team managed to complete and deliver all the deliverables listed in the project plan.