

MULTIMEDIA FOUNDATIONS MUF152S

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Group: 1B

THE BRIEF:

What is the company’s (my personal) mission and vision?

The main purpose of the website is purely for self-promotion. A safe space where I can display and show off my creativity and skills, as both a Web designer and a Video editor.

I’m able to show potential clients my achievement and display the amount of experience I’ve picked up over the years, doing what I find passionate. I’m able to give my clients a glimpse into why I enjoy what I’m doing and why I’m so passionate about it.

How would you like to be perceived by other?

When potential clients look at my company, I want them to see someone who’s passionate about not just video editing but telling a story. Someone who

Who is your primary target market?

The world is ever growing and so is my client base. In our current day and age almost everyone makes use of videos and visual story telling for multiple things, for example Publication of their brand and company, Campaigning and Online advertisement.

I aim to help my clients telling their story and build *their* client base, with the use of effective use of amazing visuals and crisp audio.

What does your company do?

My service I provide is helping other companies with exposing their brand and their identity through means of visual story telling. I make use amazing visuals and audio to attract possible clients and show them the mission and vision of my client is a pleasing way.

What do you want your logo to say about you?

I want my clients to see that I’d go into, and change the smallest of details to accurately portray their brand and vision for their company as well as giving them the story they asked for.

How many colours would you like to use in your logo?

I would prefer to keep it easy and simple and stick to the following two colours. For the darker background I like using Nero ( #1c1c1c ). For the text I’ll be using a soft orange colour. ( #e0ac56 )

How would you describe your company to someone who has no knowledge of your existence?

Companies come to me for a few things. I mostly help them with building their client base through the use of attractive visuals by means of advertisements online. As well as doing campaigning videos to get people riled up behind the companies vision.

Do you have a tagline or slogan?

At the time I don’t really have a tagline or slogan. I have something in the working but nothing official yet. I would like to have one eventually, especially when my companies starts growing bigger.