

TERM 3
500 Word Report
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For this project, I chose the Advertising Side but I also produced An app using Adobe Xd.

To start this project I was not a fan of blockchain, I would only relate 'Blockchain' to bitcoin and the whole cryptocurrency market which I'm not the biggest fan of. to begin with I chose the music distribution path but I felt it was the obvious choice and I didn't feel passionate about my idea, So I decided to really start researching the powers of blockchain and find out what others possibilities and potentials it possessed that I could perhaps relay to a concept that is maybe outside the box.

I then came across that Blockchain is being used by huge corporations to modernise the customer and employee reward industry. For example, Paypal announced that they are setting up an innovation reward system using blockchain for their employees to only use inside of PayPal. I then thought why not have a similar concept but with art students. In my opinion, as soon as you enter an art institution you become a content creator and from day one are producing sometimes really great work that if perhaps were rewarded would push students to strive to produce greater ideas. So I thought why not merge the two concepts together to create a Digital token Wallet for each student and when you produce quality content you will be rewarded with tokens that you can use in the house. For example, you could receive 10 tokens for a great idea and those tokens could be used for 5 pounds in printing credit inside the institution. After this, I felt University Arts London was a perfect example to use as they are all in London and closely located connected Art institutes Full of some many different types of content creators.

From here I really started to dive into the design aspect, trying to come up with a logo and colours and overall brand ascetics I was trying to achieve, I didn't feel I should stray too far from how UAL has their branding which is really simple black and white very minimalistic. After settling on my logo and my chosen name "ART COIN", I then began looking into how I would want the digital wallet to look, I looked into how cryptocurrency wallets are currently and I felt this way really the best set up to try to mirror into my own development its really simple but clear effective and very user friendly.

From here I started to sketch out how I would want the concept to look, I then took these frames and put them into adobe Xd and brought them to life, I still felt I needed to do more development so I produce another set. I then from these had a better idea of what I should adjust and what I needed to do, because I wanted a white background it wasn't easy because I felt it made the app quiet unattractive so I used a really soft grey blue that I feel works really well. Using UI kits really helped bring my prototype to life I then started developing my adverting and marketing concepts, I used Photoshop mock-ups effectively to produce a strong range of imagery for the art coin campaign I

focused on creating posters to attract people to join the art coin movement at a UAL institution and also for currently attending students to download their wallet, I tried to use mock-ups that felt like they were or near an Institution also. I also produced an App walkthrough of how the user would navigate through the wallet.

To conclude this project I was worried to start and did not feel confident with my concept at all but at the end of it I feel my idea came out well and my opinion on Blockchain has changed.