

Final Integrated Project - Brand Mashup 2021

The Final Integrated Project is a very large project that will take many weeks to complete. It is very important that I understand when the course deadlines are so I can submit my work on time. An important part of this assignment will be time management. There are 2 submissions for this class, one being on the Sunday of week 12 and the other on the Sunday of week 13. I will need to plan out my time so I can hand in my work for these dates. For this project, I will need to take 2 brands, put them together and make a brand that involves both entities. The 2 brands that have been assigned to me are Bandaid and Amstel Beer. Out of these companies, I will make my own mash-up company "Bandaid Beer". I will dedicate lots of time towards this project so I can achieve the best grades possible.

Analysis

This is the first thing I will need to do. I will spend time looking through the FIP Brand Mashup Book. This will allow me to look at all the possible ways I can make the best work. Analysing the book will also allow me to understand what the requirements for all of my courses are. I will also look at possible brand colours and styles that will go nicely together. This will be a big portion of this assignment because colours are very important when you consider brand identity.

Design

I will start the design process with a general idea of where I would like to go. The colours that I want to be part of my brand identity are red, white and black. I think that these colours provide a great contrast. The white and black will make the red pop and look strong. In this phase I will also start designing some parts of my code. This will give me a nice layout and allow for me to add ideas as I think of them. I also will be using lots of pictures on my website. I wish to show off my brand and I believe that pictures do this very well. Along with pictures, I will also make some Cinema 4D video renders. I will put these videos on my website. I want them to play when you hover your mouse over top of them and stop as soon as the mouse is taken away. Getting the first page finished will be crucial since this will be a template for the rest of my HTML pages.

Development

As time goes on, I will start to see my project become finished. The development phase of this assignment will take quite a long time, as it is debatably the longest phase. I want to not only include a responsive aspect to my website, but I also want to add some cool things. I have an idea for items sliding into the website as you scroll. That might take some time to develop. I will need to do my research so I can accomplish these tasks.

Testing

I will always be testing my project. I want to make sure that it is fully functional. Every once in a while I will open up my code and put it into an online validator. These online validators allow for me to see if my code is valid, ensuring that I will get full marks when I submit my work. I will also be testing all of my CSS and JS code whenever I open my page in my browser. This is necessary because I need to spectate my code and make sure nothing breaks.