Project Development Phase

Team ID	NM2023TMID04581
Project Name	Create a social media Ad campaign in facebook

S.No	Development Phase	Brand Name	Brand Mail	Brand Logo
1.	No. of Functional Features Included in The Solution	• Name Generation: Tools or processes for generating potential brand names based on specific criteria or attributes. • Name Availability Check: Functionality to check the availability of the selected brand name as a domain, trademark, and social media handles.	• Logo Design Tools: Graphic design software or tools for creating and customizing the brand logo. • Visual Elements: Functionality to add and manipulate visual elements such as icons, typography, colours, and shapes in the logo. • Scalable Design: Capability to create logos that can be scaled to different sizes without losing quality.	• Logo Design Tools: Graphic design software or tools for creating and customizing the brand logo. • Visual Elements: Functionality to add and manipulate visual elements such as icons, typography, colours, and shapes in the logo.
2.	Code-Layout, Readability and Reusability	• Well-structured code for generating and testing brand names. • Meaningful variable and function names. • Modular design for reusability	• Well-structured code for setting up the email system and managing user accounts. • Reusable functions and libraries for different email	• Well-organized code if applicable (e.g., in graphic design software), although logo design is primarily visual.

		across naming projects.	system configurations and integrations.	
3.	Utilization of Algorithms, Dynamic Programming, Optimal Memory Utilization	• Algorithms for generating brand name suggestions based on criteria like uniqueness, relevance, and linguistic appropriateness. • Dynamic programming techniques for optimizing the brand name generation process, especially for complex linguistic considerations. • Efficient memory management when processing and storing potential brand names, especially for large datasets.	• Algorithms for email routing, filtering, and spam detection. • Dynamic programming techniques for optimizing email routing and queuing to enhance efficiency. • Efficient memory management in the email system to handle large volumes of data and attachments.	• Algorithms for tasks like image manipulation and resizing, especially if the logo design involves programmatic elements. • Dynamic programming techniques might be less common in logo design, but they could be used for certain image processing tasks. • Efficient memory management in graphic design software for rendering and processing images.
4.	Debugging & Traceability	• Debugging tools and logging mechanisms to troubleshoot issues during brand name generation. • Traceability features to track the process of generating and testing brand names.	• Debugging features and logging mechanisms to track the flow of emails, diagnose issues, and trace message processing.	• Debugging tools for the design process to identify and address design issues efficiently.
5.	Exception Handling	• Error-handling mechanisms to gracefully handle exceptions and provide	• Robust exception handling for email delivery failures and error cases to	• Handling exceptions in cases where design tasks encounter errors or

		informative error messages during the naming process.	ensure reliable email communication.	limitations in the graphic design software.