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# 1/ Video Description

## STYLE

*The style is focused on the campaign “Formal Collection”. The advertisement is a combination of a cosy, elegant and classic atmosphere.*

## CLOTHING

*The model wore an elegant blue dress to create a sense of luxury, as well as to attract the viewers attention towards the new “Formal collection”.*

## LOCATION

*A cosy and a green place with a view of the mountain in the background was chosen in order to lay emphasis more on the dress.*

## LIGHTING

*Natural light and sunset is used in the making of the video to have a perfect lighting.*

## CAMERA CAPTURE

*Videos from different angles were taken to capture the dress and the model, all with the simplicity. Some messages are also displayed along the video for a better understanding of the campaign.*

# 2/ Video Shotlist

1- SH main logo

2- Model walks towards the camera

3- Model walks away from camera

4-Sitting position

5- Model walks

6- Still position

7- Close up of dress

8- Walks down the stairs and  
“Formal Collection” appears

Subject	Shot type	Lighting	Location
-	-	-	-
Dress	Down angle	Natural	MT, M
Back dress	Down angle	Natural	MT, M
Full dress	Eye level	Natural	MT, M
Full dress	High level	Natural	MT, M
Dress type	Eye level	Natural, Sunset	MT, M
Dress details	Eye level	Natural	MT, M
Dress type	Eye level	Natural	MT, M

Key Words- SH- SAMEEHA HOSENBOCUS logo

MT, M- Moka Telfair, Mauritius

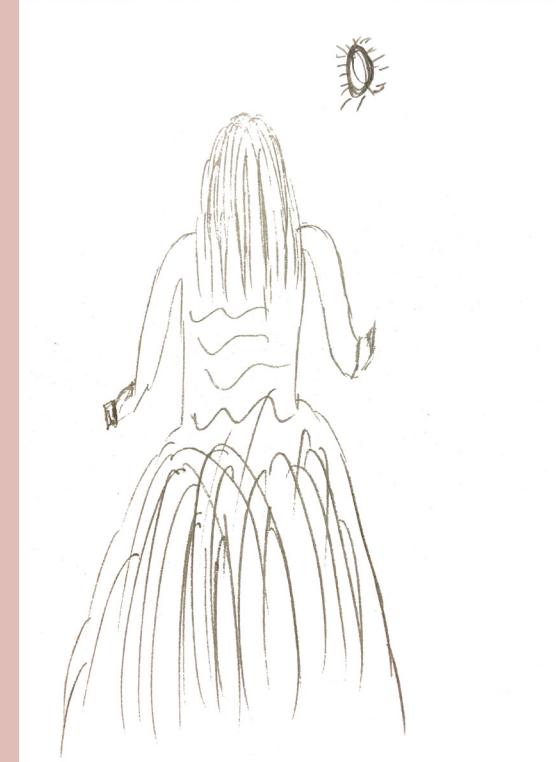
### 3/ Video Storyboard

Brand  
Logo

1- SH main logo



2- Model walks  
towards the  
camera



3- Model  
walks away  
from camera

# 4/ Video Storyboard



**4-Sitting position**



**5-6 Model walks-  
Still position**



**7-8 Close up of dress- Walks  
down the stairs and “Formal  
Collection” appears**

## 5/ Website Description

### Website Type-

The **SameehaHosenbocus** website was created with the aim to have a good accessibility to the products, with the simplest act.

For the time being, we only operate online as our shops around the world are currently under constructions. In order to buy the merchandise, the customers have to visit our website and buy online.

### Colour Scheme-

The primary and secondary colour of the website are Tiger Lily (#B95c50), Dusty Rose (#DEB3AD), Cream (#F4EBDo) and Dark gold (#BB9B49).

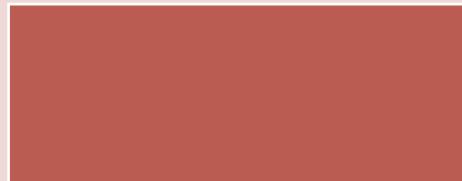
### Images Used-

The images used on the website are all original and was captured in natural light, for the shots to realistic.

### User Friendliness-

All the buttons on the website are linked to one another to facilitate the user's experience on the website and for quicker transactions.

# 6/ Colour Scheme



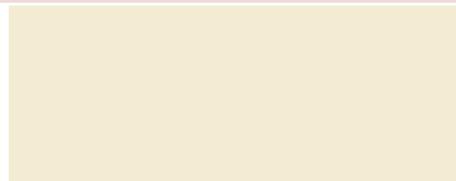
Tiger Lily  
HEX # B95c50

RGB R186 G92 B81  
CMYK C22 M74 Y68 K7



Dusty Rose  
HEX # DEB3AD

RGB R222 G179 B173  
CMYK C12 M31 Y25 K0



Cream  
HEX # F4EBDo

RGB R244 G235 B208  
CMYK C4 M5 Y19 K0



Dark Gold  
HEX # BB9B49

RGB R187 G155 B73  
CMYK C27 M35 Y85 K2

## Site Colours



# 7/ Website Typography

Avenir Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
'?!"(%)#@/(&<-+=>\$;:<,.\*

Style: Regular, Bold

Case: Uppercase, Lowercase

Font Size: 20px, 16px, 30px

Usage: Headings,  
Descriptions  
Website Buttons

Colour Code: Tiger Lily  
(# B95c50)

Peaches & Cream

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
'?!"(%)#@/(&<-+=>\$;:<,.\*

*Style: Regular*  
*Case: Uppercase, Lowercase*  
*Font Size: 80px*  
*Usage: Title*  
*Colour Code: Dark Gold*  
(# BB9B49)

Futura Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
'?!"(%)#@/(&<-+=>\$;:<,.\*

Style: Regular, Bold

Case: Uppercase, Lowercase

Font Size: 25px

Usage: Paragraph

Colour Code: Dark Gold  
(# BB9B49)

## 8/ Logo Used



### Emblem Primary Logo

Used on the website entrypage

*SAMEEHA HOSENBOCUS*

### Brand Name Logo

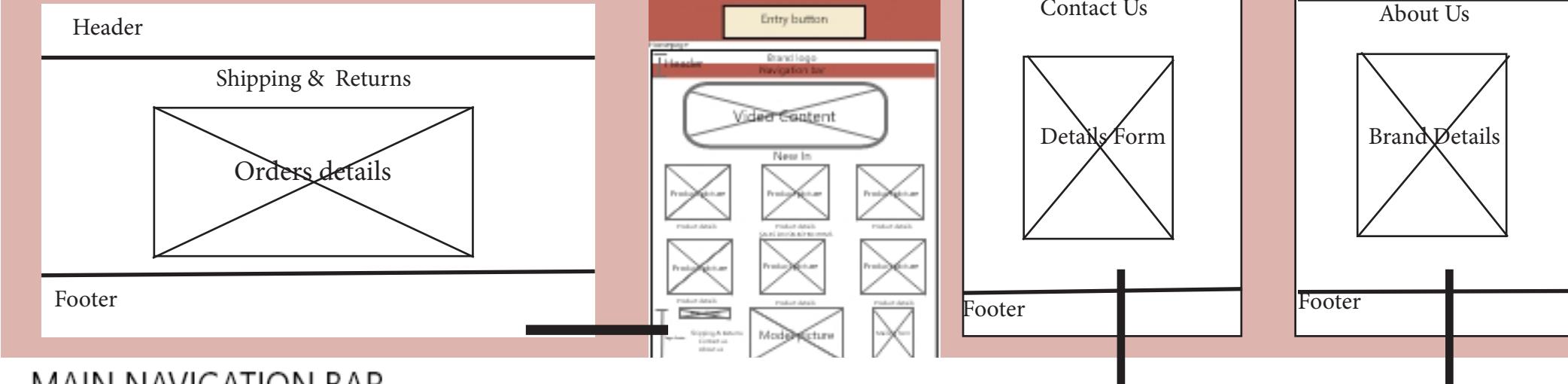
Used on the website header and footer

*Formal Collection 2020*

### Formal Collection Logo

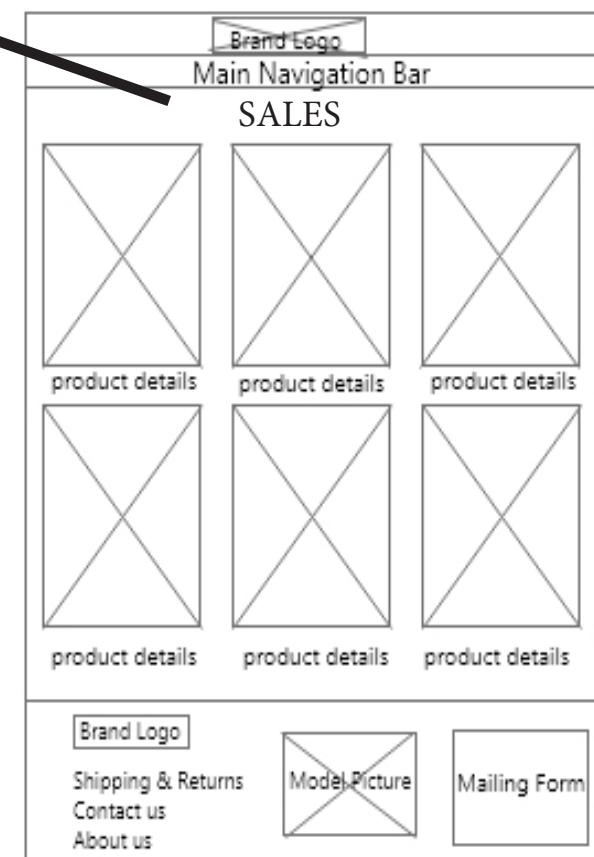
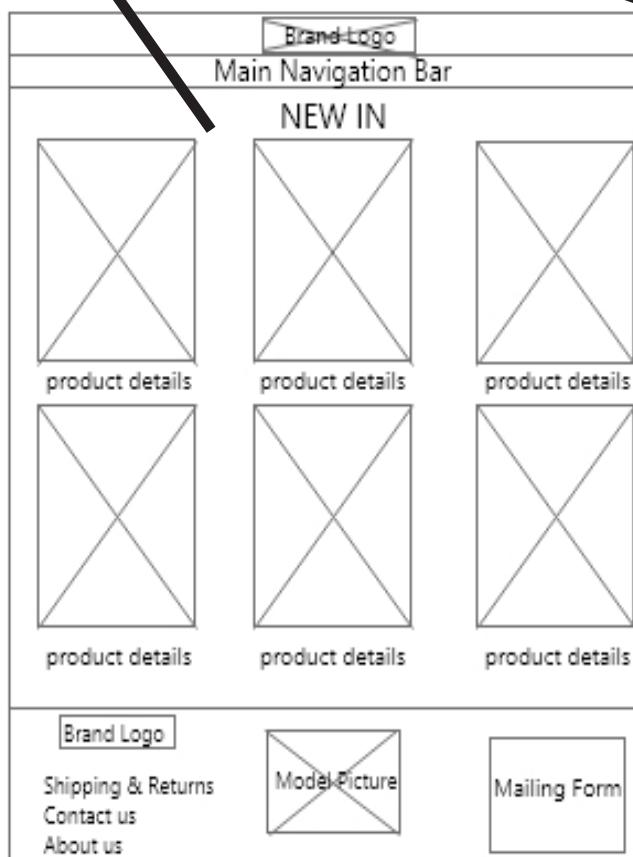
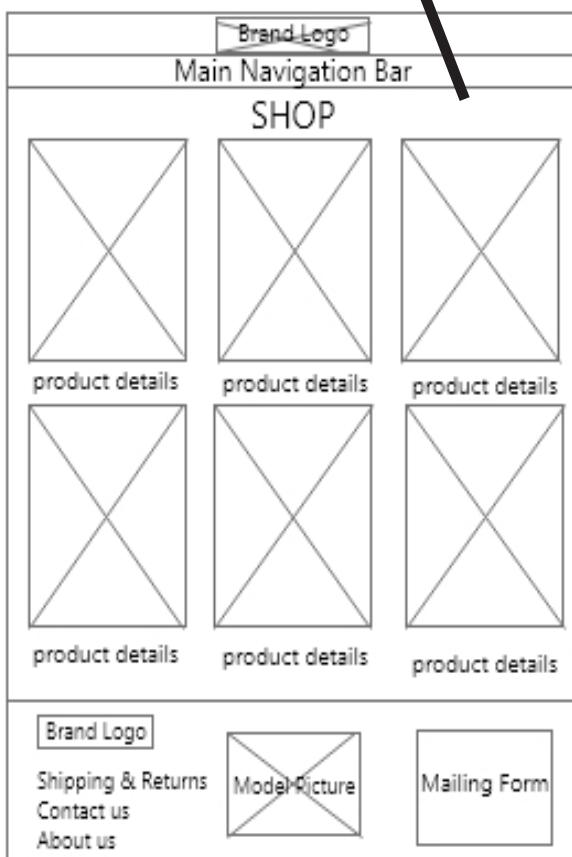
Used in the video

# 9/ User Experience



## MAIN NAVIGATION BAR

HOME      SHOP      NEW IN      SALES      CONTACT US      ABOUT US



# 10/ User Experience



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*Formal Collection 2021*

**NEW IN**

Formal Collection	Formal Collection	Formal Collection
Grey Floral Rs1,500.00	Princess Jasmine Rs3,000.00	Dusty Rose Velvet Rs2,000.00
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
<a href="#">VIEW MORE</a>		

**SALES ON SELECTED ITEMS**

Sales	Sales	Sales
Shiny Grey Rs1,000.00 Rs800.00	Night Out Rs1,000.00 Rs800.00	Beach Please Rs800.00 Rs640.00
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
<a href="#">VIEW MORE</a>		

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# 11/ User Experience

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### SHOP



Sales  
Shiny Grey  
Rs1,000.00 Rs800.00



Sales  
Night Out  
Rs1,000.00 Rs800.00



Formal Dress  
Red Velvet Rose Gold  
Rs3,000.00



Formal Dress  
Sparkly Brown  
Rs3,500.00



Formal Dress  
Lady In Red  
Rs1,400.00



Formal Dress  
Navy Rose Gold  
Rs3,000.00



Casual Dress  
Zebra Dress  
Rs2,000.00



Formal Dress  
Woman In Black  
Rs1,200.00



Casual Dress  
Summer Time  
Rs1,000.00



Casual Dress  
Rays of Hope  
Rs800.00



Casual Dress  
Light Mauve  
Rs500.00



Formal Collection  
Grey Floral  
Rs1,500.00



Formal Collection  
Princess Jasmine  
Rs3,000.00



Formal Collection  
Dusty Rose Velvet  
Rs2,000.00



Sales  
Beach Please  
Rs800.00 Rs640.00

### SAMEEEHA HOSENBOCUS

#### Shipping & Returns

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### Formal dress



Formal Dress  
Red Velvet Rose Gold  
Rs3,000.00



Formal Dress  
Sparkly Brown  
Rs3,500.00



Formal Dress  
Lady In Red  
Rs1,400.00



Formal Dress  
Navy Rose Gold  
Rs3,000.00

[Add to Cart](#)

[Add to Cart](#)

[Add to Cart](#)

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#### Shipping & Returns

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### SAMEEEHA HOSENBOCUS

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### Casual dress



Casual Dress  
Zebra Dress  
Rs2,000.00



Casual Dress  
Summer Time  
Rs1,000.00



Casual Dress  
Rays of Hope  
Rs800.00



Casual Dress  
Light Mauve  
Rs500.00

[Add to Cart](#)

[Add to Cart](#)

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### SALES ON SELECTED ITEMS

Shiny Grey — Rs800.00 Add to Cart

Night Out — Rs800.00 Add to Cart

Beach Please — Rs640.00 Add to Cart

### JOIN US!

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## SAMEEEHA HOSENBOCUS

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### NEW IN

Formal Collection — Grey Floral — Rs1,500.00 Add to Cart

Formal Collection — Princess Jasmine — Rs3,000.00 Add to Cart

Formal Collection — Dusty Rose Velvet — Rs2,000.00 Add to Cart

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### CONTACT US

#### Get in Touch

Name  Email   
Phone number

Type your message here...

Submit

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# 13/ User Experience

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**WELCOME TO SH!**

We Welcome you to our colourful world and you will never struggle to find the perfect outfit at SH. Have fun and start shopping!

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worth your investment. We committed to design unique and affordable pieces for our amazing customers.

**SAMEEEHA HOSENBOCUS**

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**About Us**  
Clothes that shines you

Hi there, I'm Sameeha Hosenbocus. So glad you are here. I'm the designer and the owner of the modern brand SH. I have always had a passion for fashion and then I started my own company in 2017. With SH company, you will not regret your purchase, it will be worth your investment. We committed to design unique and affordable pieces for our amazing customers.

**Start shopping!**



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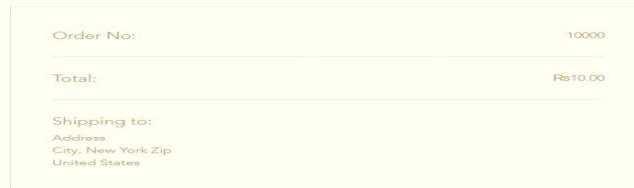
[HOME](#) [SHOP](#) [NEW IN](#) [SALES](#) [CONTACT US](#) [ABOUT US](#)

**Thank you for your order!**

You'll receive an email confirmation soon.

Order No:	10000
Total:	Rs10.00
Shipping to:	Address City, New York Zip United States

[Continue Shopping](#)



**SAMEEEHA HOSENBOCUS**

[Log In](#) [Cart 0](#)

[HOME](#) [SHOP](#) [NEW IN](#) [SALES](#) [CONTACT US](#) [ABOUT US](#)

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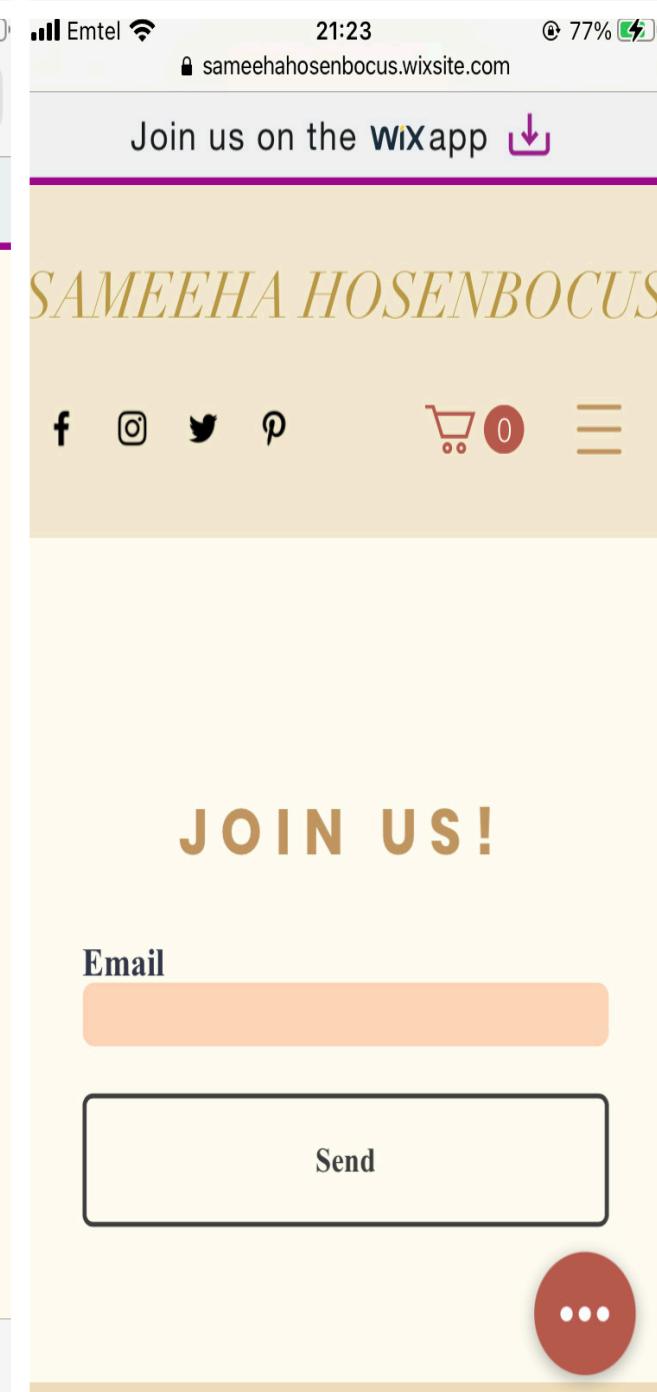
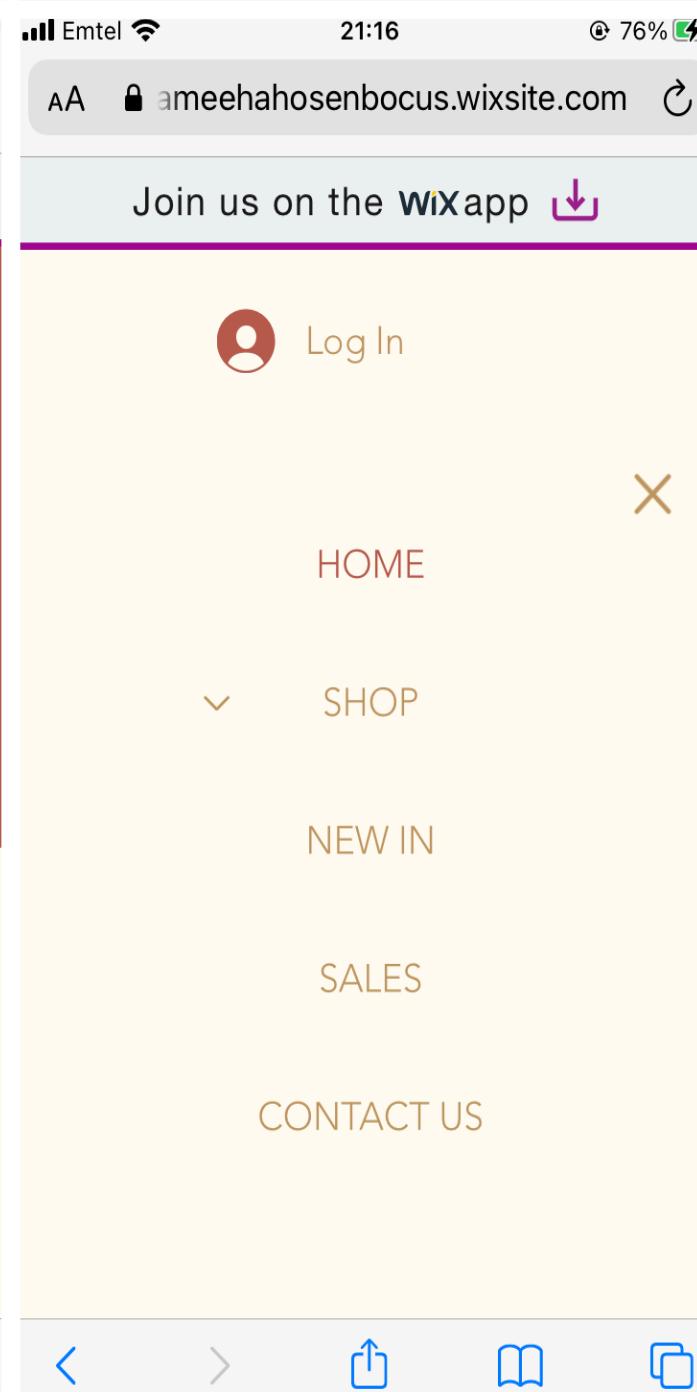
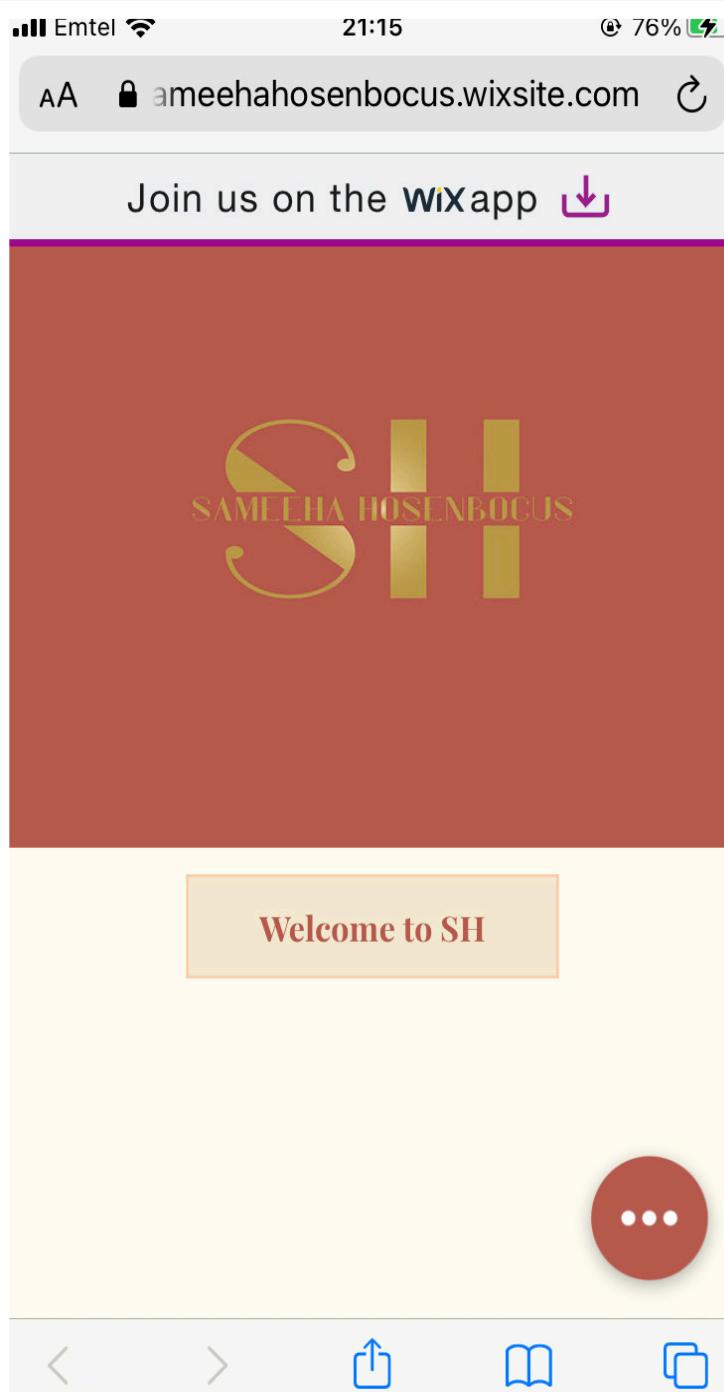


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# 14/ Mobile Interface



# 15/ Mobile Interface

Emtel 21:16 76% sameehahosenbocus.wixsite.com

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## NEW IN

Formal Collection



Grey Floral

Rs 1,500.00

Add to Cart 

...

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# SAMEEHA HOSENBOCUS

f o t p  

## Get in Touch

Name

Email

Phone number

Type your message here... 

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## About Us

Clothes that shines you

Hi there, I'm Sameeha Hosenbucus. So glad you are here.

I'm the designer and the owner of the modern brand

< >   

# 16/ Website Link

<https://sameehahosenbocus.wixsite.com/assessment-2>

# *17/ Software Used*

## **Website Diagram**

Adobe Xd CC  
Adobe InDesign CC

## **Website**

Wix Website Editor

## **Video Content**

Adobe Premiere Pro CC  
Adobe Illustrator CC

## **PDF Presentation**

Adobe InDesign CC  
Adobe Xd CC  
Adobe Illustrator CC

# 18/ Reference List

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