

# **Digital Art Assignment**

**[vocational Subject]**

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**5<sup>th</sup> Sem Applied Art**

# Project Brief:-

The project which was done is Product branding.

Initially we had to do research of various products&explore various products logos on graph sheet&had to do 30 sketches. Then one logo was approved and had to do the logo digitally& its"package design.

## **Product:-Stuntrider( cycle)**

A Mountain Bycycle which of the age group from 14 to 60.To move from one place to place with your comfortable gear speed no. like 1,3,18,21,24& 27.It is eco-friendly and non-pollutant,helps the people to ride and helps them to get a good exersise.It gives strength,and helps to reduce belly,etc



**STUNTRIDER** 

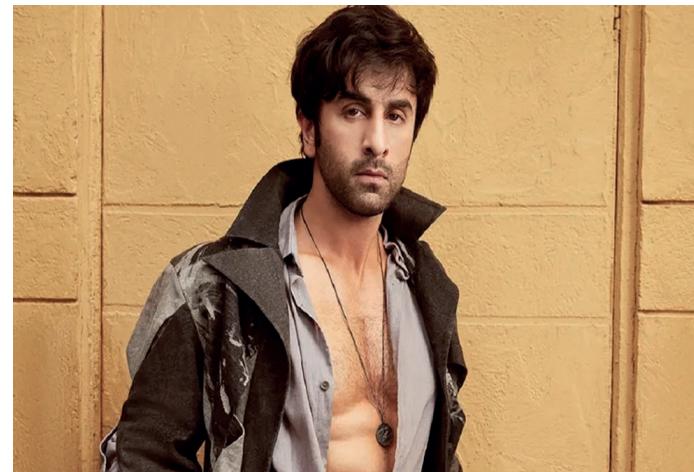
The word "STUNTRIDER" is written in a bold, sans-serif font. The letter "R" is followed by a stylized orange and yellow flame graphic.

STUNTRIDER  
THE RIDE OF LOVE



## Target Audience:-

The audience of My product includes individuals of all age group with higher disposable income and a preference of eco friendly and convenient modes of transportation.



# **Competitor Analysis:-**

**Hercules**

**Firefox**

**Hero**

**LadyBird**

**Tronto H30**

**Acrolt Alex**

**Kross**

**Lapierre**

**Tronto H30**

**Merinda Bignine**

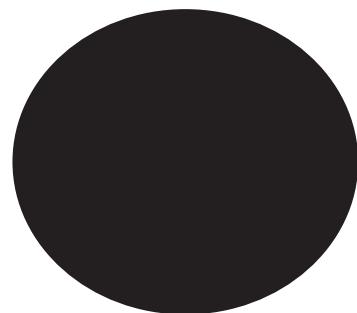
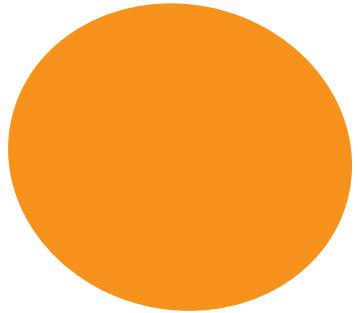
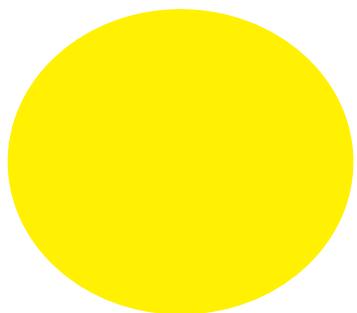
**Brooks Myth**

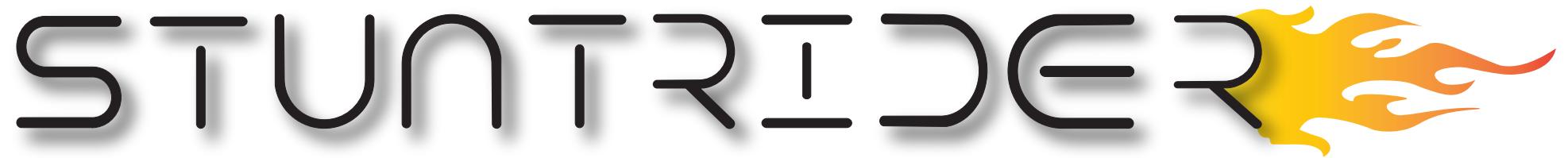
# How My Product is effective:-

My product helps Students and Youngsters to travel and save thier time.



# Colour Pallette:-



STUNTRIDER A stylized flame graphic consisting of several curved, flame-like shapes in shades of yellow, orange, and red, positioned at the end of the word "STUNTRIDER".

# **Brand Explorations:-**

**Race Riders**

**Stuntrider**

**Feverventguys**

**RoadRashers**

**Range Riders**

**Sprint Tint**

**Range Riders**

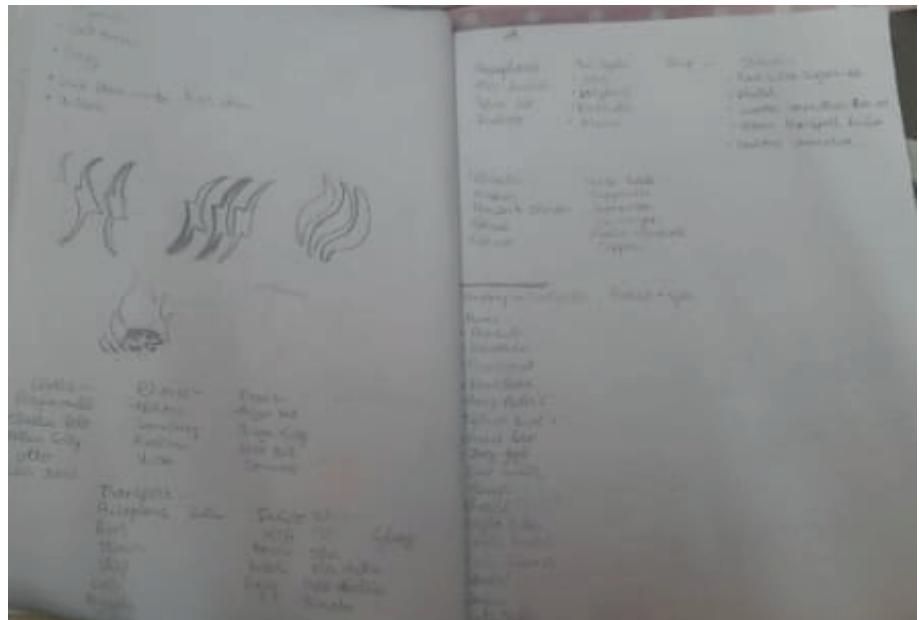
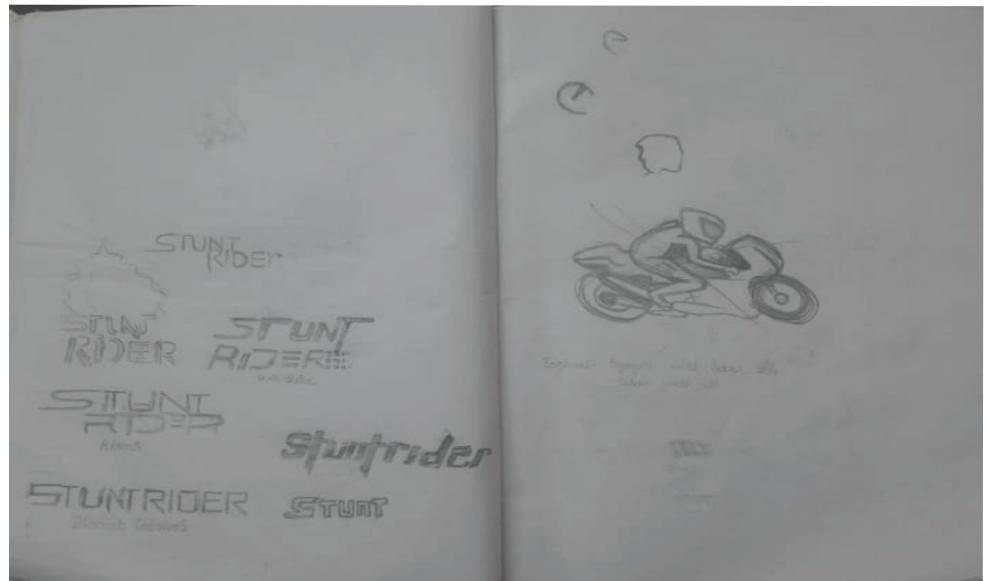
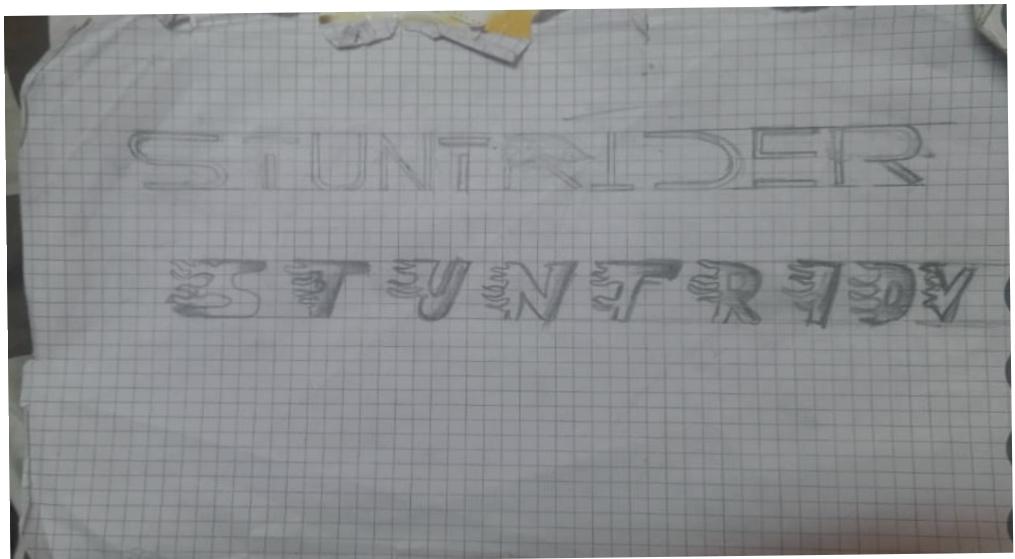
**Guts Rider**

**Night Rider**

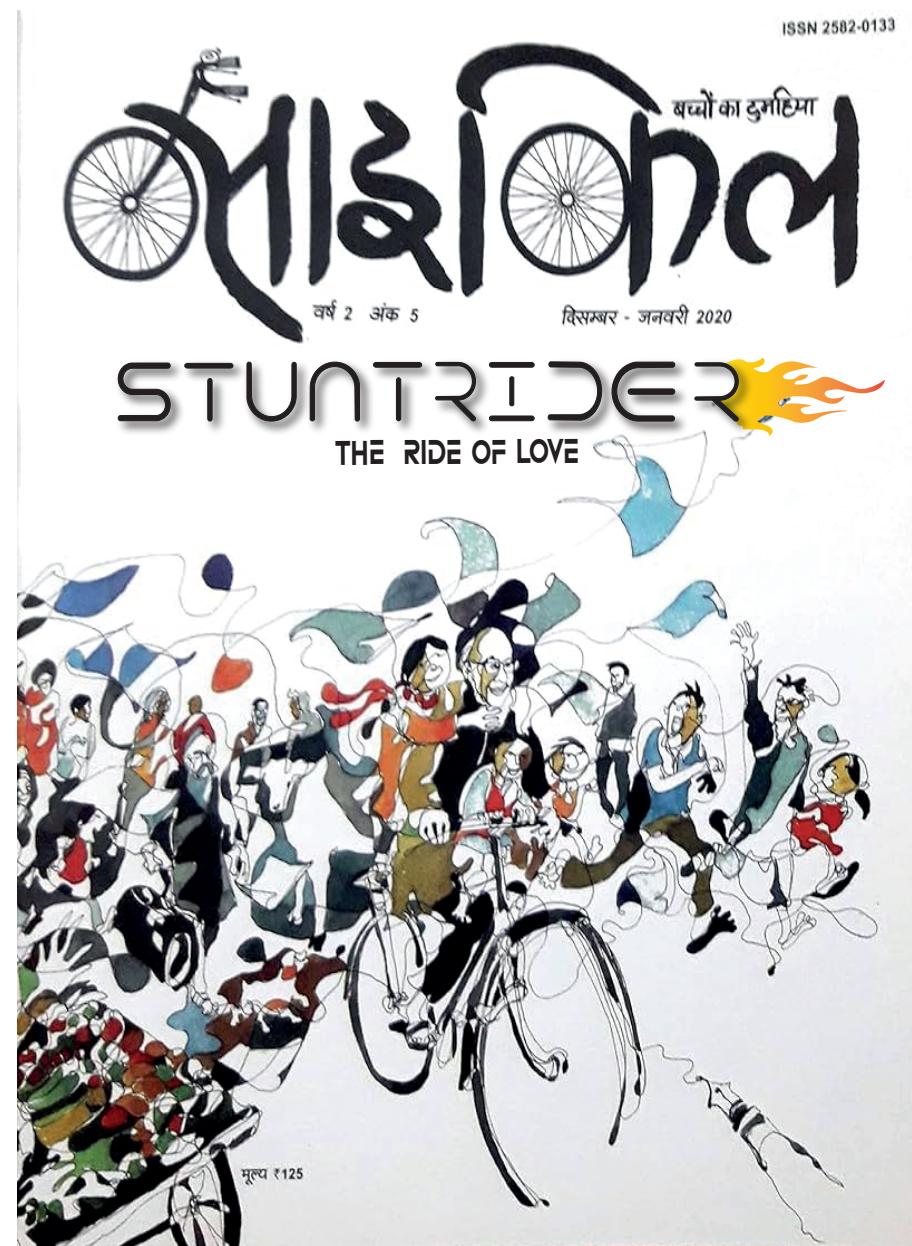
**Chetaah**

**Black Panther.**

# My Research:-



# Ad Promotion:-



# Mockup

