Portfolio descriptions;

**Project: Name (do not insert ‘project’ – just the name)**

Hover over name**: XXX**

Tag: UX/UI Design

Body:

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Bullets:

* Ut enim ad minima veniam, quis nostrum exercitationem ullam corpori

**Project 1: Puma Energy ‘Main Hospitality Stand ’ – Kyalami Motoring Show 2018**

Main Hospitality

Exhibition Stands

Puma Energy is a newer entry to the South African market. Through this stand they wanted to increase their recall and recognition with a long-term aim of becoming top-of-mind when thinking about fuel services.

* Custom Stand
* 6x22
* Realistic look and feel of a petrol station
* Aimed at recall and recognition for the brand
* Easy walkthrough and touch points with the public
* Seating and shop inside - ‘OK Express’

**Project 2: Puma Energy ‘Public Hospitality Stand’ – Kyalami Motoring Show 2018**

Public Hospitality

Exhibition Stands

Puma Energy – with the same aim in mind as the main hospitality stand yet with this stand they wanted to attract both families as well as clients. The track was there to attract kids and families whilst the truck part was used for VIP business clients who were aiming at finding strategic partnerships.

* Custom Stand & rebranded rig
* Realistic track feel - Kyalami Motoring Show
* VIP Area
* Unique User Experience
* Family orientated
* Casual seating deck with a view of the track

**Project 3: Acer & Microsoft’s ‘Game On EduTech’**

Exhibition Stands

Acer & Microsoft showcased their educational products on the EduTech 2018 exhibition where all the big and small names were present doing their part to increase interest with education technology. This was done by using the game Minecraft to entice their audience.

* Custom Stand
* 6x4
* Virtual Reality gaming space
* Expo orientated - EduTech
* Branding – immediate brand recognition with purpose ‘Acer for Education’
* Multiple contact points to capture the public
* Computers available for demonstrations

**Project 4: The Blonde Dude – Identity Development**

TBD

Brand Identity

The Blonde Dude identity showcases a diverse brand capable of capturing anything on film. This videographer’s brand is directly derived from his own personality, making it that much more memorable.

* Rectangular logo allowing for simple location placement
* Uni-tone colouring for light/dark/colourful images or footage with a distinct gold-yellow hue
* Minimalistic and font orientated
* Videography includes sensory experience of sight and sound, complementing the brand through-and-through

**Project 5: IT Without Frontiers**

ITWF

Brand Identity | Web Development

IT Without Frontiers is the thought platform for Belgium Campus ITVersity, South Africa’s single-faculty University specialising solely in the ICT studies. They produce just over 8% of the country’s ICT graduates yearly. The purpose is to start conversions at the top-level and engage with interested stakeholders looking to sponsor students all whilst generating student leads through subscriptions to the platform – targeting through generated content.

* Naming encouraging innovation across the globe but implementing solutions locally - Adopting the ‘GloCol’ outlook
* Clean and font based identity with animations for immediate recognition and recall
* Minimalistic with a modern look and feel
* Clear messaging and defined tone-of-voice

**Project 3: Acer ‘Purco SA’**

Exhibition Stands

Intro + bullet points

Acer showcased their educational products in the 2018 Purco SA expo. They used an open custom stand with various touch points, together with VR gaming to attract the public. This was done by using the game Minecraft to entice their audience.

* Custom Stand
* 4x3
* Virtual Reality gaming space
* Expo orientated - EduTech
* Branding – immediate brand recognition with purpose ‘Acer for Education’
* Multiple contact points to capture the public
* Computers available for demonstrations