# PinTerest Inspiration Board

https://pin.it/5SrCQN1ST

Wireframes and Scamps

Icons
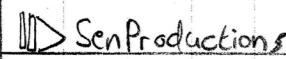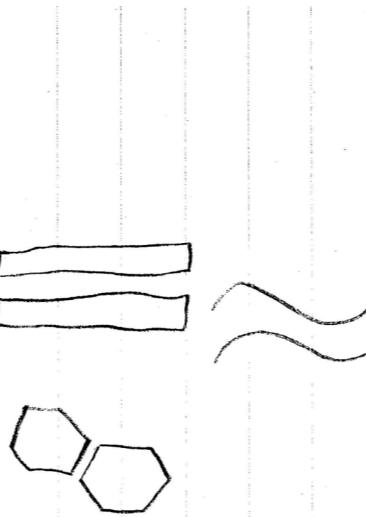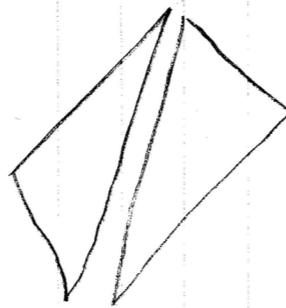
▶ SenProductions

SenProductions — Pause and play
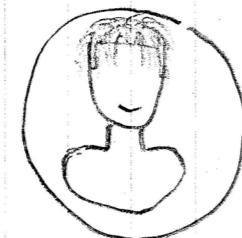
Patterns

SenProductions | Home ↔ Work |
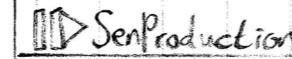
Portfolio founder

SenProductions

Information on SenProduction brand
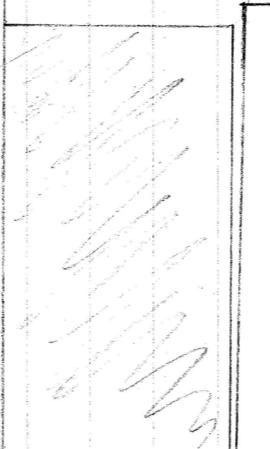
Socials at footer

SenProductions | Home ↔ | Work |

Video Title

Video Carousel

Information on portfolio owner

Target Market Research for SenProductions

Small to Medium-sized Local Businesses
Demographic: Owners or marketing managers of local businesses in various industries such as hospitality, retail, or technology.
Psychographic: Interested in promoting their products or services through engaging visual content to attract local customers.
Behavioral: Actively seeking cost-effective marketing solutions and willing to invest in video content to enhance their online presence.

Non-Profit Organizations
Demographic: Representatives or volunteers working for non-profit organizations focused on social issues, education, or environmental issues.
Psychographic: Driven by a mission to create awareness and inspire action, they value storytelling and emotionally compelling narratives to convey their message effectively.
Behavioral: Regularly organize events, fundraising campaigns, or awareness drives where video content can be utilized to amplify their impact.

Wedding Planners and Event Organizers
Demographic: Professionals involved in the wedding and event planning industry, including wedding planners, event managers, and venue coordinators.
Psychographic: Appreciate the importance of capturing special moments and creating lasting memories for their clients through high-quality videography.
Behavioral: Constantly seeking visual content creators to collaborate with for weddings, corporate events, and other special occasions.

Digital Marketing Agencies
Demographic: Employees or decision-makers within digital marketing agencies specializing in online advertising, content marketing, and social media management.
Psychographic: Understand the significance of incorporating video content into their clients' marketing strategies to increase engagement and drive conversions.
Behavioral: Often outsourcing video production tasks to freelancers or production studios to fulfill the visual content needs of their clients.

Educational Institutions
Demographic: Administrators, educators, or marketing teams within schools, colleges, or educational programs.
Psychographic: Recognize the value of utilizing videos for educational purposes, including online courses, promotional materials, and instructional content.
Behavioral: Actively seeking video production services to enhance their online presence, attract prospective students, and improve the quality of their educational resources.

Sarah Langdon

"Looking to make that big day a bit more magical"

DEMOGRAPHICS

Gender: Female

Age: 32

Job: Senior Wedding Planner

Motivation

Work: ★ ★ ★ ★ ★

Success: ★ ★ ★ ★ ☆

Socializing: ★ ★ ★ ☆ ☆

Experience: ★ ★ ★ ☆ ☆

Bio

I've always been passionate about creating magical moments for couples on their special day. With over 8 years of experience in the wedding planning industry, I have a keen eye for detail and a knack for turning dreams into reality. I take pride in my ability to understand clients' unique preferences and curate unforgettable experiences that exceed expectations.

GOALS

☆ I want the wedding videos to capture the love, joy, and emotions of the couple and their guests, creating a cinematic narrative that resonates with the viewers.

☆ I expect the videographer to pay attention to every detail, ensuring seamless transitions, impeccable editing, and a polished final product that reflects the elegance of the event.

FRUSTRATIONS

☹ I'm tired of receiving wedding videos that lack the personal touch and attention to detail. Too often, the editing feels rushed and fails to capture the essence of the day. I need someone who understands the importance of storytelling and can deliver a masterpiece.

Paul van der Merwe

"In the game of life, every student deserves a chance to shine on the field of dreams."

DEMOGRAPHICS

Gender: Male

Age: 38

Job: PE Teacher and Sports Coordinator

Motivation

Work: ★★★★☆

Success: ★★★☆☆

Socializing: ★★★★☆

Experience: ★★★★☆

Bio

Paul is a dedicated educator with a passion for sports and empowering students. He has been teaching at Cape Town High School for over a decade, where he not only imparts knowledge but also instills values of teamwork, discipline, and sportsmanship. Paul believes in the transformative power of sports in shaping young minds and building a strong sense of community within the school.

GOALS

☆ I want the promotional video to capture the vibrant atmosphere and strong sense of school spirit during the Interschools, highlighting the enthusiasm and support of students, teachers, and parents.

☆ The main aim is to showcase each A team participating in the event, emphasizing their dedication, skills, and achievements, while also promoting inclusivity and diversity.

FRUSTRATIONS

☹ I'm tired of video editing that fails to capture the energy and excitement of our school events. Too often, the videos lack creativity and fail to engage our audience. I need a videographer who can bring our story to life with passion and authenticity.

Harold Drowe

"I hope only for the best, and aim for nothing but the best"

DEMOGRAPHICS

Gender: Male

Age: 45

Job: Owner of Drowe's Fine Meats

Motivation

Work: ★★★★☆

Success: ★★★★☆

Socializing: ★★★★★

Experience: ★★★★★

Bio

Harold is a proud South African entrepreneur with a passion for quality meats and exceptional customer service. Born and raised in Cape Town, he inherited the family butchery business from his father and has been running it successfully for the past 20 years. Harold takes pride in sourcing the finest cuts of meat and ensuring quality over quantity.

GOALS

⭐ I want the promotional videos to highlight the premium quality of our meats, showcasing the freshness, tenderness, and variety available at Drowe's Fine Meats.

⭐ I aim to connect with the local community by showcasing the butchery's commitment to traditional craftsmanship, friendly service, and support for local farmers and suppliers.

FRUSTRATIONS

☹ I'm frustrated with video editing that fails to capture the essence of our butchery. Too often, the videos lack authenticity and fail to showcase the superior quality of our products. I need a videographer who can understand our brand and convey our story effectively

Iksha Patel

"In a world of bytes and clicks, creativity is the currency of digital marketing success."

DEMOGRAPHICS

Gender: Female

Age: 30

Job: Digital Marketing Manager

Motivation

Work: ★ ★ ★ ★ ★

Success: ★ ★ ★ ★ ★

Socializing: ★ ★ ★ ☆ ☆

Experience: ★ ★ ★ ☆

Bio

Iksha is a dynamic and results-driven digital marketing professional. With a background in marketing and a keen understanding of digital trends, she thrives in fast-paced environments where creativity and strategy intersect. Iksha is known for her strategic mindset, attention to detail, and ability to drive successful campaigns that resonate with target audiences.

GOALS

☆ I want the promotional video to showcase the featured tech products available on Black Friday, emphasizing their features, benefits, and competitive pricing.

☆ I aim to create a sense of urgency and excitement among viewers, encouraging them to take advantage of the limited-time offers and make purchases on the website during the Black Friday sale.

FRUSTRATIONS

☹ Too often, the videos lack consistency and fail to drive action from our audience. I need a videographer who can deliver compelling content that drives results. I'm frustrated with video editing that fails to align with our brand's messaging and marketing objectives.

1. Demographic Information:

a. Age:
b. Gender:
c. Occupation:
d. Annual Income:
e. Educational Background:

2. Video Consumption Habits:

a. How often do you watch online videos?
- Multiple times a day
- Once a day
- Few times a week
- Occasionally
- Rarely
b. What types of online videos do you watch most frequently?
- Short films
- Educational content
- Entertainment (e.g., comedy sketches, web series)
- Product reviews
- How-to tutorials
- Other (please specify):
c. Which platforms do you primarily use to consume online videos?
- YouTube
- Vimeo
- Facebook
- Instagram
- TikTok
- Other (please specify):
d. How much time, on average, do you spend watching online videos per day?

3. Design Preferences:

a. What visual style or aesthetic appeals to you the most in video content?
- Clean and minimalist
- Bold and colorful
- Vintage or retro
- Modern and sleek
- Other (please specify):
b. Do you prefer videos with:
- Animated graphics
- Text overlays
- Special effects
- Minimal post-production effects
- Other (please specify):
c. Are there any specific color schemes or palettes that you find attractive or engaging?

4. Needs and Preferences in Video Editing Services:

a. What are the primary reasons for seeking video editing services?
- Promotional videos for business
- Personal projects (e.g., weddings, family events)
- Educational content
- Social media marketing
- Other (please specify):
b. What features or aspects do you consider essential in a video editing service?
- Fast turnaround time
- Customization options
- Affordable pricing
- High-quality output
- Access to a diverse range of editing styles
- Other (please specify):
c. Have you ever hired a video editing professional or freelancer before? If yes, please share your experience and any feedback you have.
d. What challenges or pain points have you encountered when working with video editing professionals in the past?

5. Feedback on Existing Products:

a. Are there any video editing software or tools that you currently use or have used in the past?
- Adobe Premiere Pro
- Final Cut Pro
- DaVinci Resolve
- iMovie
- Other (please specify):
b. What do you like the most about the video editing software you use?
c. What improvements or additional features would you like to see in existing video editing software or tools?
d. Are there any specific brands or companies in the video editing industry that you admire or trust?

6. Additional Comments:

Is there anything else you would like to share regarding your preferences, needs, or experiences related to video editing services and products?

ChatGPT promt: Answer the following questionnaire as a Non-Profit organization manager and for the questions that require elaboration answer within 10 words.

1. Demographic Information:

a. Age: 40
b. Gender: Female
c. Occupation: Non-profit organization manager
d. Annual Income: Variable
e. Educational Background: Bachelor's degree

2. Video Consumption Habits:

a. Few times a week
b. Educational content
c. YouTube
d. 1-2 hours

3. Design Preferences:

a. Modern and sleek
b. Text overlays
c. Vibrant colors

4. Needs and Preferences in Video Editing Services:

a. Promotional videos for business
b. High-quality output, customization options
c. Yes, positive experience. Feedback: Efficient communication.
d. Meeting deadlines, consistency in quality.

5. Feedback on Existing Products:

a. Adobe Premiere Pro
b. User-friendly interface
c. More templates for diverse projects
d. Adobe, for reliability.

6. Additional Comments:

Prioritize clear communication and adherence to deadlines.
Flexibility in editing style appreciated.

Brand Guidelines

SenProductions

Logo Usage
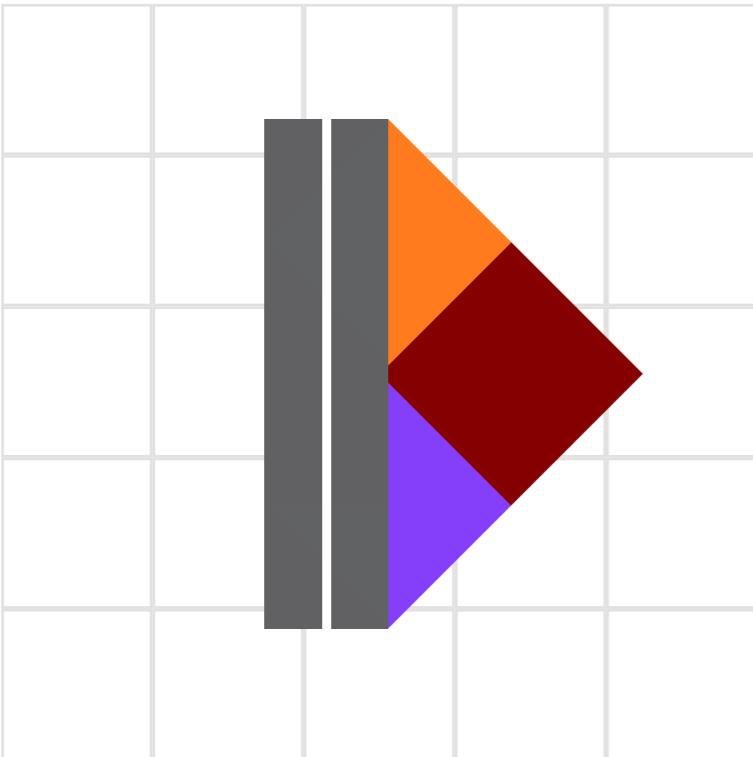
Colour Pallete

Typography

Imagery and Iconography Direction

Voice and Tone

The Logo Mark

The logo is the cornerstone of the brand and represents itself as the symbol that will identify and advertise SenProductions as a video editing brand name.

For the brand known as SenProductions the design of the logo had to communicate the message and imagery of video editing as it's focus which is why the shapes are made to look like the pause and play buttons simultaneously while being highlighted by the brands primary colours.

Having it designed this way also makes it clearer to distinguish the brands specialty.

Logo Variations

## The Two Types

Main Logo
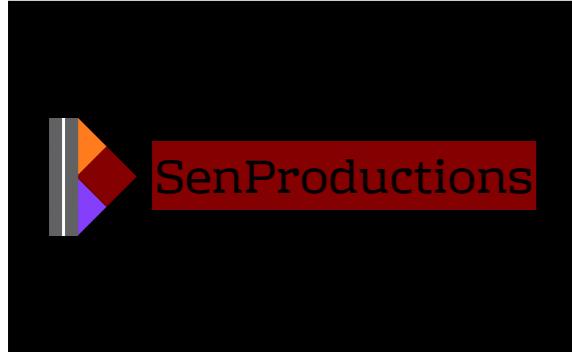
Secondary Logo

## The benefits of having the horizontal and vertical versions of the SenProductions logo would be:

1.Improved Aesthetics: Different orientations allow for seamless integration of the logo into different video compositions, maintaining visual harmony and professionalism.

2.Versatility in Design: Horizontal logos are ideal for website headers and widescreen video formats, while vertical logos are perfect for social media profiles and mobile devices, providing versatility in design placement.

3.Optimized User Experience: Tailoring logo orientation to specific digital platforms enhances user experience by ensuring logos are displayed appropriately and maintain legibility regardless of screen size or aspect ratio.

4.Consistent Branding: Having both horizontal and vertical logo versions ensures consistent branding across various digital channels, reinforcing brand identity and credibility among audiences

These points clearly explain the importance of both logo designs in that adaptability is necessary in accordance to the environment they are used on.

Proper Logo Usage

SenProductions

DO
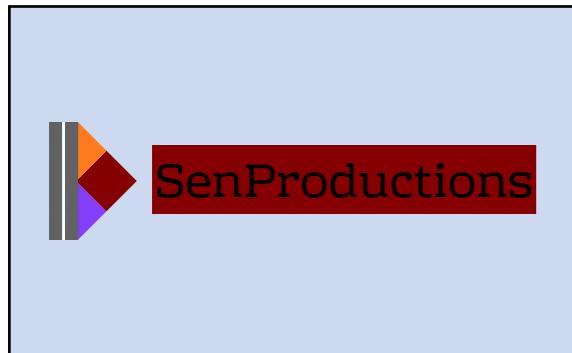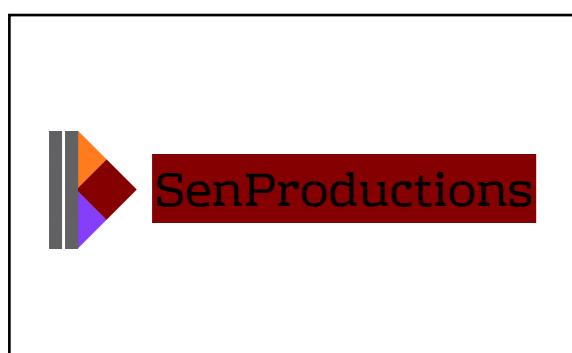
DON'T

DO
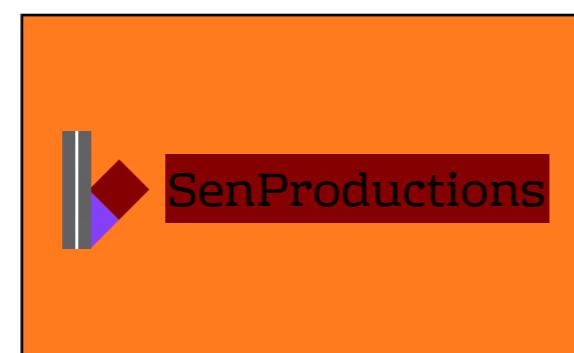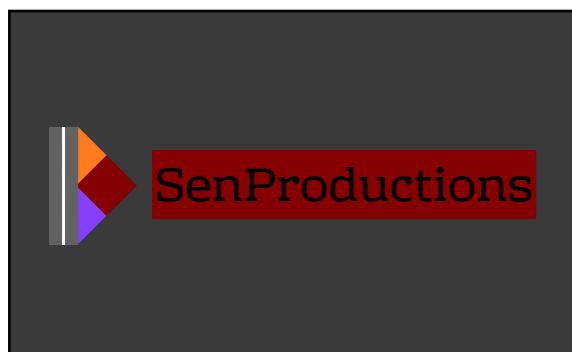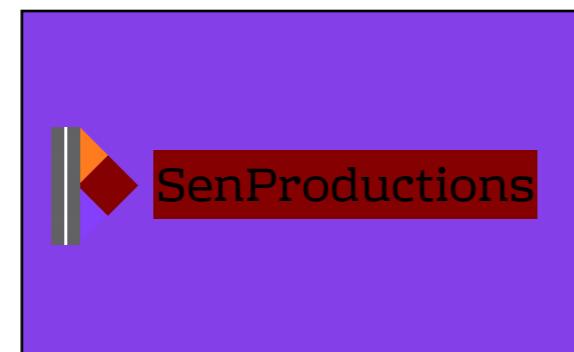
DON'T

DO

DON'T

DO

DON'T

Rules Of Application:

Dos and Dont's

1.**Visual clarity:** The guidelines insure that the logo is clearly legible and viewable on all platforms and media.

2.**Brand Integrity:** To ensure proper and fair use of the brand logo it is of utmost importance to ensure that the brand is conveyed correctly so as none of the message is lost.

3.**Legal Protection:** With crystal clear guidelines it serves a purpose on how to legally and properly use the logo of SenProductions. This prevents unathorised and incorect use to prevent further copyright infringement.

4.**Professional Image:** Having a consistent logo allows the brand image to be more recognizeable. With this professionalsim it will continue to increase the brands credibilty with the broader market.
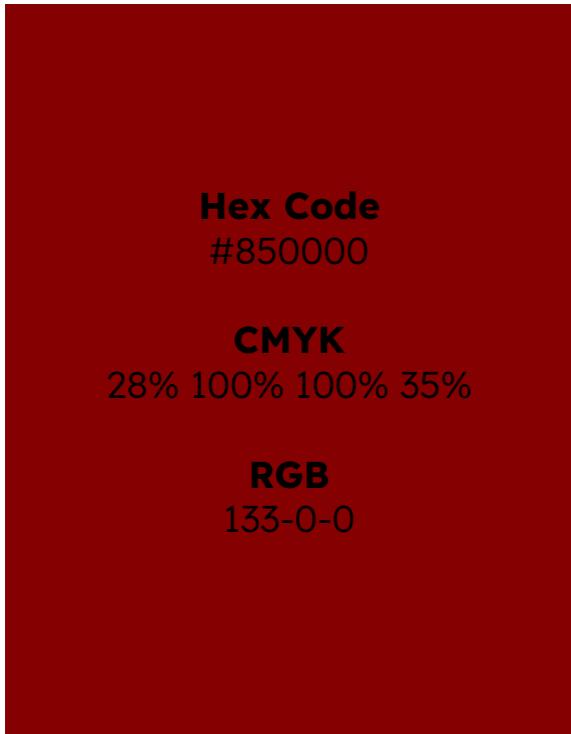
Coporate Colours
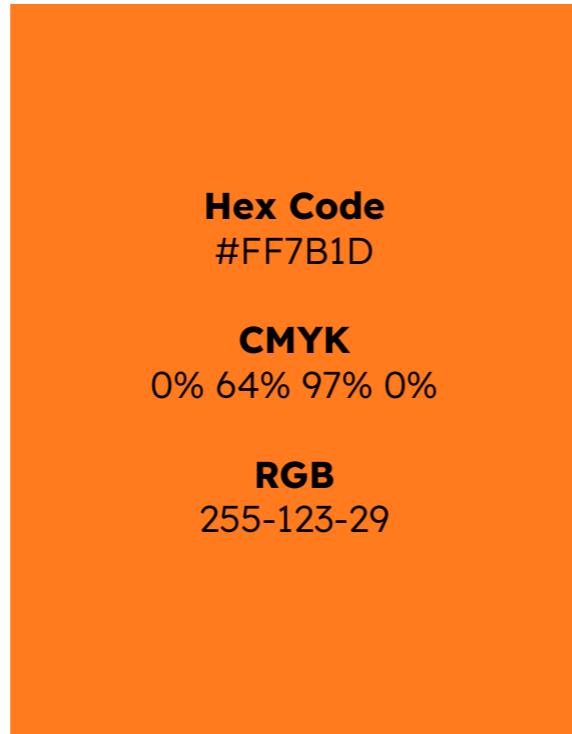
Main

These are the colours used to represent the SenProductions brand.
Utilising the colours Deep Red, Orange, Grey and Purple,
SenProductions aims to give off a sense of proffesionalism,
energetic approach and variance of styles in video production and editing.
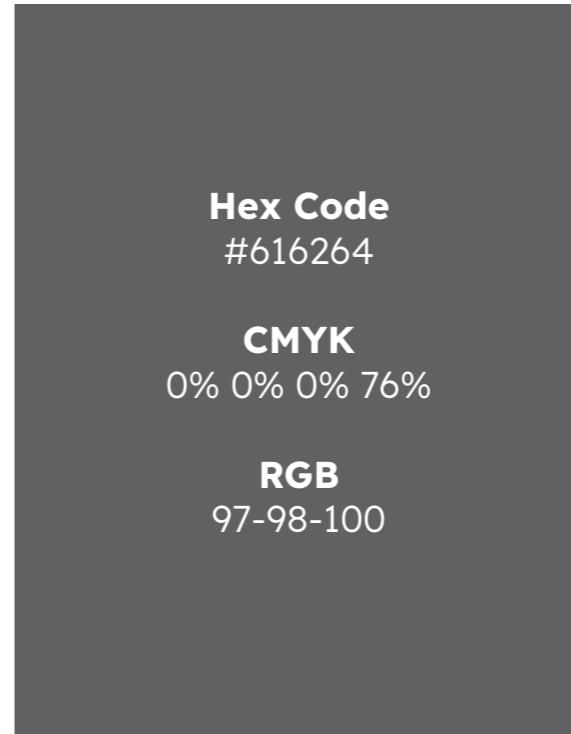
DEEP RED	ORANGE	GREY	PURPLE
Hex Code	**Hex Code**	**Hex Code**	**Hex Code**
#850000	#FF7B1D	#616264	#853EF9
CMYK	**CMYK**	**CMYK**	**CMYK**
28% 100% 100% 35%	0% 64% 97% 0%	0% 0% 0% 76%	66% 75% 0% 0%
RGB	**RGB**	**RGB**	**RGB**
133-0-0	255-123-29	97-98-100	133-62-249
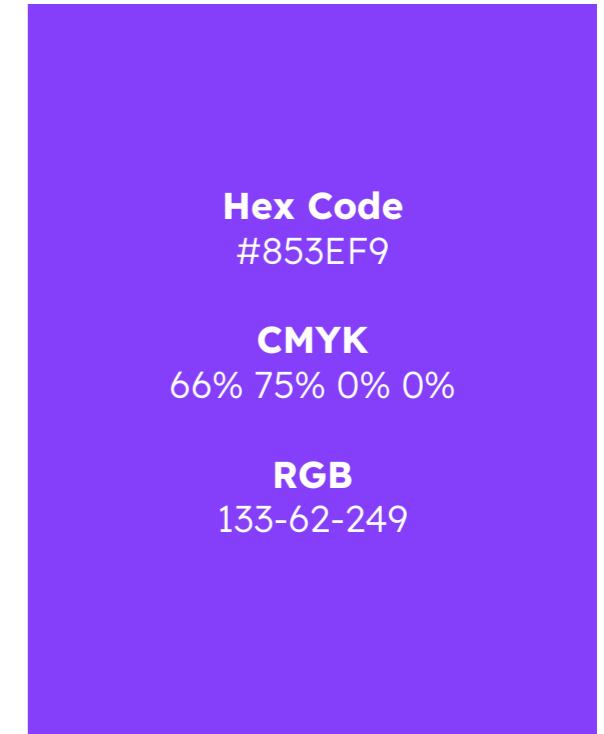
Coporate Colours

Secondary
These more neutral colours used to complement the main colours in certain instances. Utilising the colours Pitch Black, Dark Grey, Powder Blue and Pure White, the aim is to enhance the readibility experience where necessary while bringing a cleaner refined look to the brand and its materials.

PITCH BLACK
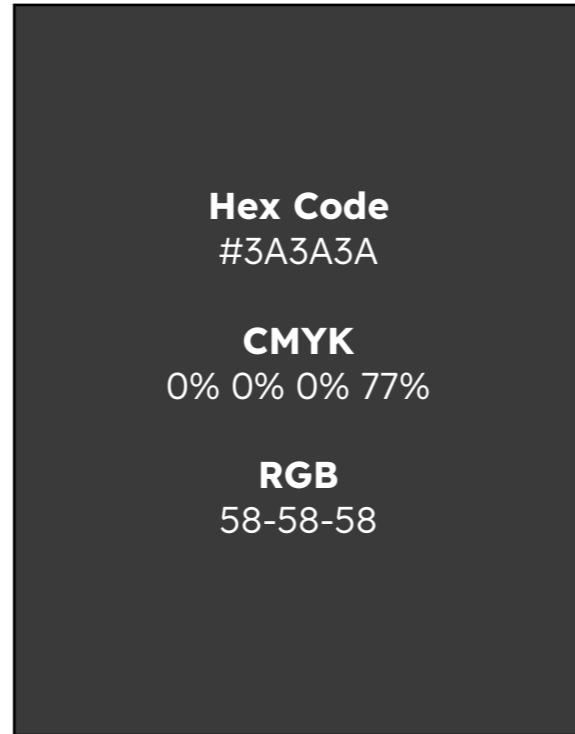
Hex Code
#000000

CMYK
0% 0% 0% 0%

RGB
00-00-00

DARK GREY
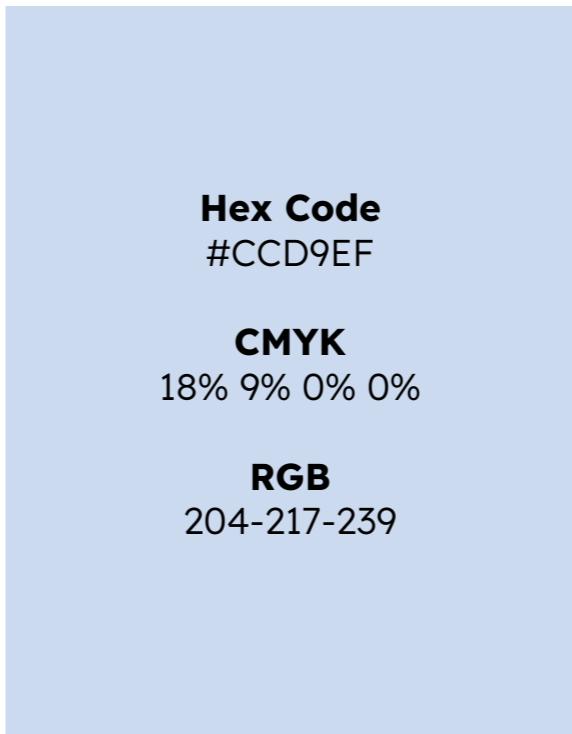
Hex Code
#3A3A3A

CMYK
0% 0% 0% 77%

RGB
58-58-58

POWDER BLUE
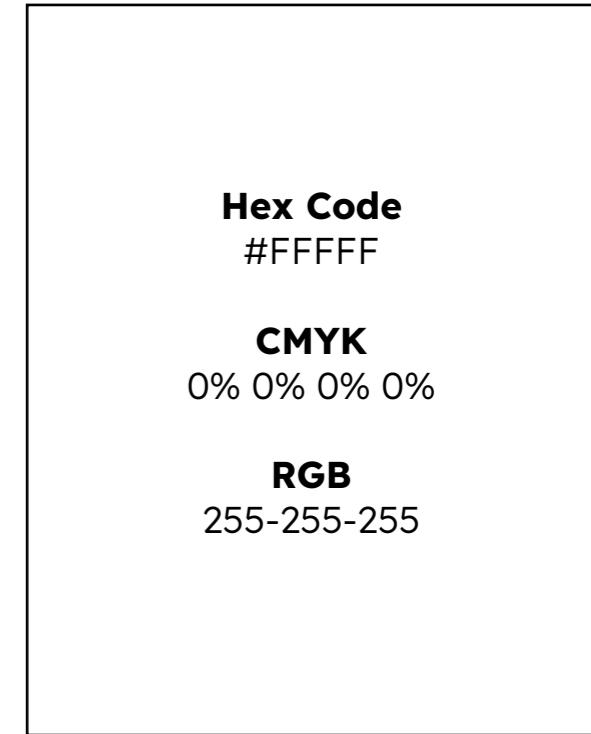
Hex Code
#CCD9EF

CMYK
18% 9% 0% 0%

RGB
204-217-239

PURE WHITE

Hex Code
#FFFFF

CMYK
0% 0% 0% 0%

RGB
255-255-255

Brand Typography

Main Font

For Headers

Google Rhodium Libre is an excellent choice for SenProdutions brand voice. Its serif font adds visual interest and uniqueness, elevating the brand's aesthetic appeal. It helps convey sophistication and readability with a touch of elegance.
A sleek and modern look that's clearly legible on digital screens.

Aa Rhoduim Libre

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Alternative

For Sub Headers

Google Lexend excels as alternate text for SenProductions brand due to its superb legibility in small sizes, facilitating clear communication. Its distinct san-serif font style establishes hierarchy, guiding attention effectively. Additionally, Lexend's modern aesthetic injects visual interest, enhancing the brand's overall appeal and readability.

Aa
Lexend Light
Lexend Meduim
Lexend Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Font Overview & Hierachy

This page hopes to demonstrate the correct usage of our desired font selection within their appropriate scenarios in order to maintain our cohesive effect and modern design aesthetic across multiple instances of media.

Pairings To Use

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Pairings to use

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Pairings to use

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Multiple Entities

SenProductions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Multiple entities

SenProductions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Multiple Entities

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