

# Project Proposal

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## **Project: Branded Interactive Digital Experience for an Accessories Brand**

This project will focus on the design and development of a branded interactive web experience for imaginative accessories brand. The project will simulate a real-world design placement, where the task is to create a complete digital presence for a brand, from concept and visual identity to website and promotional materials.

The project will aim to design a creative and functional digital solution that communicates the brand's values and story through a visually engaging and user-friendly website.

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### **Type**

This project will take the form of a branded interactive website supported by digital media and visual communication assets. The work will involve UI and UX design, brand identity development, and interactive web design.

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### **Objectives**

The main objectives of this project are to deliver a visually engaging and user-friendly digital product, ensure reliable functionality and performance across desktop and mobile platforms, clearly communicate the brand's message and identity, and complete all project stages within the agreed timeline.

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### **Target Audience**

The project is intended for young adults and design-conscious users who are interested in contemporary accessories and visual branding. The audience includes creatives and consumers who value individuality, aesthetics, and meaningful brand storytelling.

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### **Key Features**

The project will include an interactive brand website that presents accessories and brand philosophy in a clear engaging way. All visual assets, including the logo, typography, colour palette, and interface elements, will be custom designed. The website will feature interactive elements such as scroll-based transitions and subtle animations to enhance user experience. The final outcome will include a responsive website optimised

for different screen sizes, as well as supporting promotional materials such as posters and social media content, with all final design files submitted.

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### **Tools and Technologies**

The project will use Adobe Illustrator, Photoshop, and InDesign for branding and visual asset creation. Figma will be used for UI and UX design and prototyping. The website will be developed using HTML, CSS, and JavaScript, with optional motion elements created using After Effects where appropriate.

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### **Project Rationale**

This project was chosen to reflect a realistic industry scenario in which a designer is responsible for creating a cohesive digital identity and online presence for a brand. It aligns closely with my interest in branding, digital design, and allows me to apply both creative and technical skills developed throughout the Interactive Digital Art and Design course.

Developing an imaginative accessories brand allows me creative freedom while still working within design constraints. The project can contribute significantly to my portfolio by demonstrating my ability to combine visual identity, user experience, and interactive design into a complete digital solution.