**Edunis**

**1. Project planning and management**

**Project Idea:**

Designing a complete visual identity for **Edunis**, a platform specializing in graphic design education, and developing a comprehensive advertising campaign, including posters, digital ads, and social media designs. **Edunis** is a creative fusion of **Education** and **Inspiration**, representing a platform that not only teaches graphic design but also ignites creativity and passion in learners.

**Project Plan:**

* **Phase 1:** Research & Planning
* **Phase 2:** Branding & Visual Identity Design
  + This phase focuses on crafting a unique and cohesive brand identity for Edunis.
* **Phase 3:** Advertising Campaign Design
  + During this phase, the focus will be on creating a strong promotional presence for Edunis through visually appealing and engaging marketing materials.
* **Phase 4:** Project Launch & Showcase

**The Tools:**

* Primary Design Software: Adobe Photoshop, Illustrator, InDesign.
* Publishing & Inspiration Platforms: Behance, Pinterest for inspiration and reference.

**2- Literature Review**

1. Target Audience Research:

* **Identifying the Audience:**

EduIns (Education + Inspiration) focuses on teaching graphic design. The target audience includes:

* University students (18-24 years): Seeking practical courses to develop design skills.
* Early-career professionals (25-35 years): Looking to switch careers or add new skills.
* Small business owners: Needing basic design knowledge for their visual identity.
* **Analyzing Needs and Preferences:**

**Needs:** Based on preliminary analysis, students want affordable courses and short videos (5-10 minutes). Professionals prefer practical lessons and workshops, while small business owners need simple, quick content.

**Visual Preferences:** They favor simple designs (Minimalism) with inspiring colors (cyan and green) for a comfortable and engaging experience.

**Interaction Style:** Students engage with interactive videos and quizzes, professionals prefer live lessons, and business owners interact via social media (Instagram and LinkedIn).

1. Competitor Analysis:

* **Studying Professional Designers’ Work:**

We analyzed educational platforms like Coursera, Udemy, and Skillshare, as well as design platforms like Behance and Dribbble:

* **Coursera:** Offers professional courses with simple designs (white and blue) to reflect credibility.
* **Udemy:** Focuses on affordability with cheerful designs
* **Skillshare:** Relies on creative designs with 3D elements and gradient colors.
* **Behance/Dribbble:** Designers use 3D Graphics with realistic lighting to showcase their work.
* **EduIns:** Will combine simplicity (Minimalism) and inspiration with cyan

and green to reflect Education + Inspiration.

1. Gathering Visual References:

* **Design Trends:**
  + **3D Graphics:** To add depth in ads ( 3D icons of design tools like pens or laptops).
  + **Retro Design:** Muted colors (pale cyan or olive green) in promotional posters for a classic feel.
  + **Minimalism:** Simple interface designs with cyan and green for clarity and comfort.
* **Inspiration Sources:**
  + **Behance:** Educational designs with 3D Graphics and gradients (cyan to green).
  + **Dribbble:** Retro posters with muted colors and classic fonts.
  + **Skillshare:** Inspiring illustrations with vibrant colors.
  + **EduIns:** Will use Minimalism for the interface, 3D Graphics for ads, and Retro touches in posters with cyan and green colors.

**The Logo**

**A logo for a school

AI-generated content may be incorrect.**