1 Concept

2 Identifying

3 Define

4 Ideate

5 Prototype

6 Implement

Project **Concept**

Project: Create a brand identity for Trend Cycle including a logo, visual elements, color palette, brand voice, and digital assets. Develop and code a shopping website with 3 landing pages.

Time Frame: 4 full Week May 30, 2023 - June 26, 2023

Brand Voice: The brand voice for Trend Cycle should be youthful, inclusive, and enthusiastic. The tone should inspire creativity, promote community engagement, and emphasize the brand's commitment to sustainability and fashion-forwardness.

Web Implementations: The website development will involve coding HTML, CSS, and JavaScript to bring the design to life. The shopping cart functionality, cost calculator, field forms, and animations will be integrated into the website for a smooth user experience
Combining a strong brand identity with a well-designed and functional website will create a compelling online presence for Trend Cycle that resonates with the target audience and encourages active participation in shaping the brand's future design.

Environmental Impact: The fashion industry is known for its significant environmental footprint, including high levels of clothing waste and carbon emissions.

Solution: The company is built on sustainable practices, it only uses recycled materials and fabrics .

Lack of Responsibility: addressing social and environmental issues.

Solution: Trend Cycle strives to lead by example, promoting responsible practices such as inclusivity, diversity, and ethical sourcing. By doing so, the brand encourages other fashion industry players to prioritize these values as we.

Collaborating with smaller creators:
With the fashion industry evolving, gaining recognition on a platform as a designer can be difficult.

Solution: Trend Cycles platform facilitates collaborations between designers and allows them to showcase their designs. It would then be voted on the site based on what the next collab would be.

Lack of Awareness: Many consumers, especially the younger audience, may not be fully aware of the environmental consequences associated with the fashion industry.

Solution: Trend Cycle seeks to educate and raise awareness among its target audience about the importance of sustainable fashion choices and the need for responsible consumption.

Identifying **Goals**

Timeline

May 16th- 23rd
Review project documentation such as project plans, requirements, and design briefs. Gain insights into the project's objectives, deliverables, and milestones. Identifying the Focus Area for Project

TIME

May 22nd-28th
•Researching project goals, and initiating phases of the project.
•Understanding the target audience, competitors, and industry trends.
•Develop brand strategy, document outlining the brand's visual and verbal identity.

May 29th- June 6th
Develop a brand style guide such as color palette, typography, and visual elements. Begin sketching low-fidelity wireframes, focusing on the layout, content structure, and navigation. Gather feedback you have from different sources, such as users, stakeholders, or experts. Consider the purpose of each collateral and how it aligns with goals.

June 7th- 15th
•Implement brand across all online and offline touchpoints.
•Produce other relevant brand collateral, considering them in the wireframes.
•Build the basic website framework and structure. Begin integrating any required third-party tools or plugins.
•Develop and implement more complex functionalities

June 16th-20th
Finish implementing code. Review and revise the website's content for accuracy, clarity, and consistency.

June 21st-24th
Conduct final testing to ensure everything is functioning correctly. Organizing and refining the project to submit.

June 25th-26th:
Launch of the project.

LINE

Brand **Ideation**

Mood Board

These photo of models and website mock-ups were the first visual inspirations I had.

I named the aesthetic aimed for as "Modern retro." The showcased style is fun, trendy, and different, with garments that can make bold fashion statements.

COLOR PALLET

Blue: Versatile and trusted, blue represents reliability, professionalism, calmness, stability, and security. It suits finance, technology, and conveys intelligence and communication.

Orange: Associated with energy, enthusiasm, and creativity, grabs attention and evokes warmth, friendliness, and approachability. It symbolizes innovation and adventure.

Chosen with Paletton
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803315
317777
000303
FF4900 PRIMARY
B34A66
040001
74132D
00E6E6 PRIMARY
FCFF00 PRIMARY
F90043 PRIMARY
0C4D4D
FFFFEA
FFEAF0
7E7F15
C4C552
050500

Yellow-Green: Vibrant and refreshing, combines brightness and freshness. It signifies growth, vitality, harmony, Eco friendliness, health, and a positive outlook.

Pink-Red: Blends passion with softness. It evokes love, warmth, playfulness, creativity, compassion. It represents boldness and empowerment.

Logo Creation

The logo is sleek and minimalist combination of a letter 'C' and an arrow, where the arrow is formed by utilizing half of a letter 'T'. This deliberate design choice was made with the intention of achieving a contemporary and clean appearance. The arrow within the logo carries a symbolic representation of the company's growth, mirroring the upward trajectory depicted on a graph. It serves as a visual metaphor, illustrating the progress and advancement the company aims to achieve. The arrow also is taken from inspiration of the recycling symbol.

Aa
GOLDMAN
Headlines
15pt 18pt 30pt

Aa Aa
Alte Haas Grotesk
Main Text & Titles
10pt 15pt 18pt

Font Choice

Deliberating on font choices for the Trend Cycle, I carefully selected two fonts that prioritize readability while offering distinct styles that harmonize with each other and the aesthetic. Next, you'll see sketches that I did when producing the logo and graphics. I created these sketches with my iPad on the app Nebo.
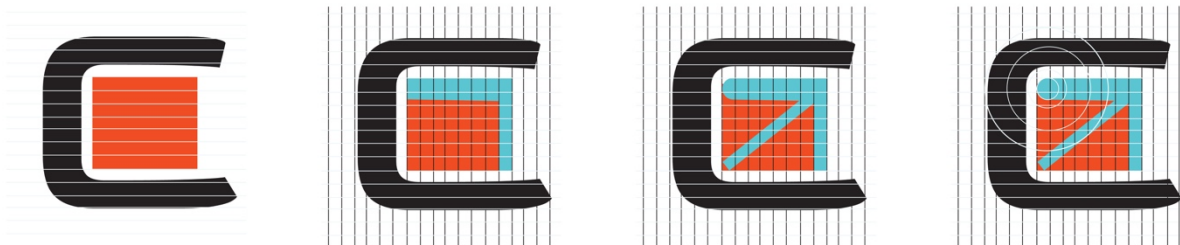
Wireframe **Sketches**
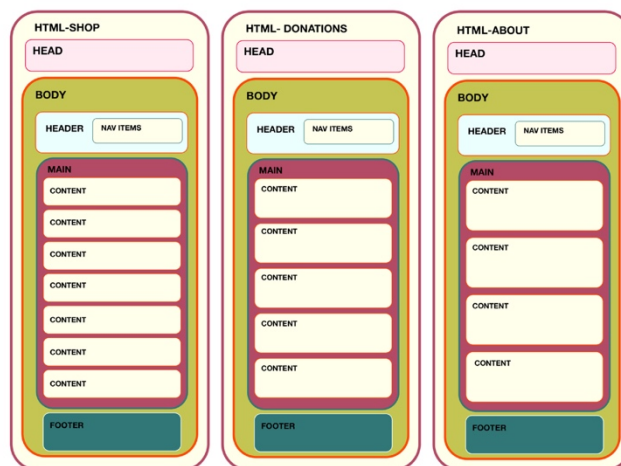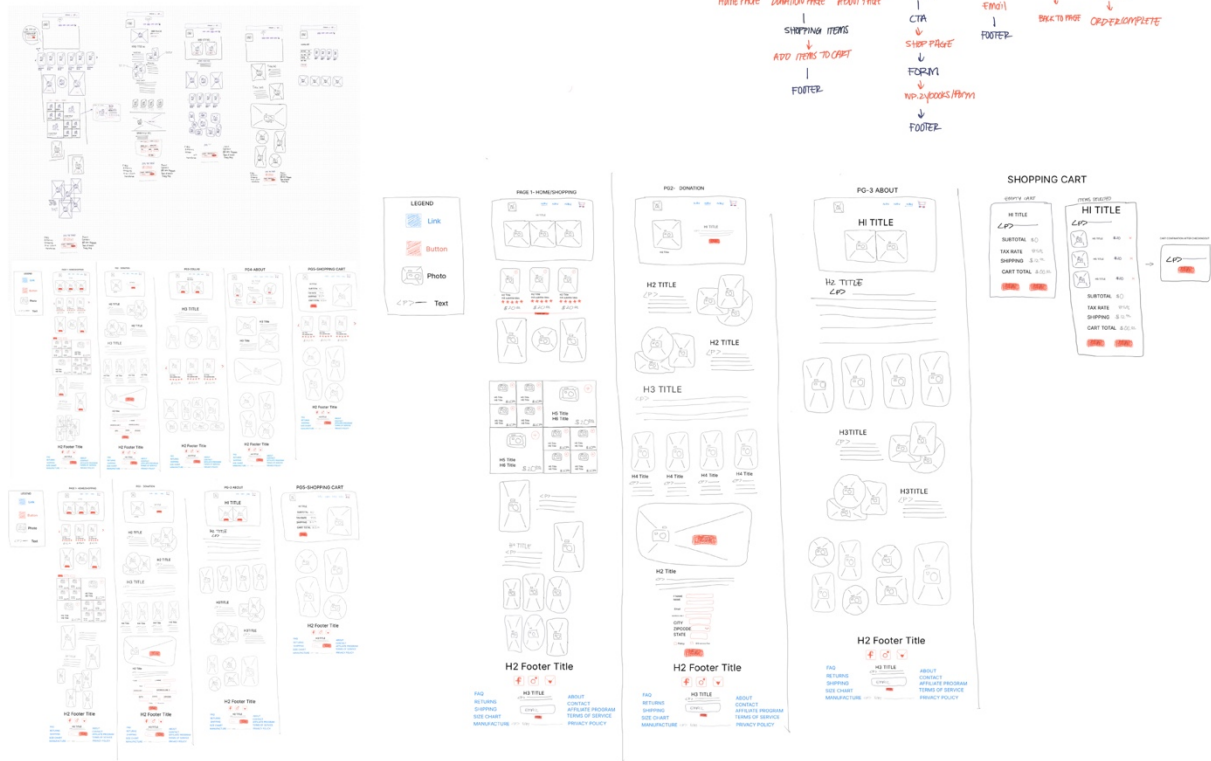
Prototype

During the development of this website, I utilized Visual Studio Code as my code editor and the Google Chrome live extension server for code testing. To ensure the proper functionality and appearance of the website, I followed a structured approach based on wire-frames that I had initially sketched out.

Obstacles: During the development of this website, I encountered a couple of challenges that required my attention and effort. The most significant obstacle I faced was ensuring the responsiveness of the website across multiple screen plat-forms. Additionally, I had some uncertainties regarding the placement of images and text.

PHOTO   PHOTO   PHOTO

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Title of item   Title of item   Title of item
Fabric Description   Fabric Description   Fabric Description
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FOOTER TITLE
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TEXT   TEXT----   TEXT
TEXT   ----TEXT----   TEXT
TEXT   TEXT----------   TEXT
TEXT   ----TEXT----   TEXT
TEXT   ----TEXT----   TEXT
EMAIL INPUT
Start Trending

PHOTO

TITLE DONATE PAGE
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----text----
CLOSE

Title
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PHOTO
SHOP

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First Name:

Last Name:

Email:

Address Line 1:

Address Line 2:

City:

State:

Zip Code:

☐ Agree   ☐ Pay

Submit

FOOTER TITLE
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EMAIL INPUT
Start Trending

PHOTO   PHOTO

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EMAIL INPUT
Start Trending

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TOTAL#: $
CHECKOUT   CLOSE

CHECKOUT
text----
SUBTOTAL: $
TAX #
SHIP $
TOTAL#: $
CHECKOUT   CLOSE

ORDER COMPLETE
CLOSE

PROJECT BLISS

ONE SIZE FITS ALL
Eclectic Patchwork Creations
Crafted from an Array of Cotton Fabrics

MADE FROM RECYCLED MATERIALS • PLASTIC FREE • DO NOT IRON • HAND WASH
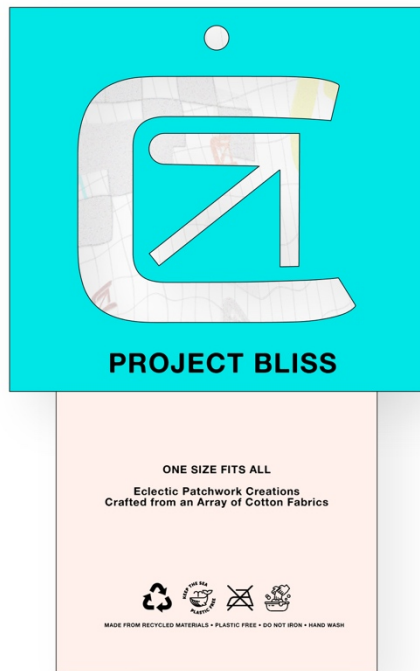
Implementation

As a graphic designer, I face the challenge of staying current with trends while juggling personal preferences and external opinions. Navigating the daunting task of shaping a brand's identity and visual direction was initially overwhelming. However, I conquered it, uncovering my preference for a structured brand-building process. As both creator and manager, I excelled in goal setting and achievement, effectively guiding the project within the timeline. While tweaks occurred, I remained dedicated to the schedule, successfully realizing all major project components. This project management prowess ensured focus and timely delivery

NEW
COLLECTION

The Sally sweater

Every day all day demin

Baby Doll purse

IN HOUSE
HAND SEWN
MATERIAL

SHOP
SUSTAINABLE
TRENDY
FASHION