#### Annalise Wheeler

GIT 480 senior project: Trend Cycle

# **Concept:**

I will design a comprehensive brand identity for Trend Cycle, which includes a logo, visual elements, color palette, and brand voice. Additionally, I will develop and code a shopping website with four landing pages: Shopping/Home, Donation, About/Contact, and Shopping Cart.

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.

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.

#### **Problems Solved:**

Trend Cycle addresses several key problems in the fashion industry and society, aiming to make a positive impact and inspire change among the younger generation. Here are the refined problem statements:

Environmental Impact: The fashion industry is known for its significant environmental

footprint, including high levels of clothing waste and carbon emissions.

Solution (Environmental Impact): Trend Cycle aims to mitigate this problem by promoting sustainable practices and encouraging customers to prioritize reducing their clothing waste and carbon footprint.

Lack of Awareness: Many consumers, especially the younger audience, may not be

especially the younger audience, may not be fully aware of the environmental consequences associated with the fashion industry.

Solution (Lack of Awareness): 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.

#### Collaborating with smaller creators:

With the fashion industry evolving, gaining recognition on a platform as a designer can be difficult.

Solution (Collab w/small creators): 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 Responsibility: The fashion industry has been criticized for its lack of responsibility in addressing social and environmental issues.

Solution (Lack of Resp.): 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

Through its sustainable approach, community engagement, and commitment to responsibility, Trend Cycle aims to create a positive impact and inspire the younger generation to embrace a more sustainable and conscious lifestyle, redefining the way we experience fashion.

### **Thought Process:**

The development of the Trend Cycle brand concept was driven by a combination of professional aspirations, creative skills, and a genuine passion for sustainable fashion. Here is the refined thought process:

- Showcasing Graphic and Visual Design Skills: I wanted to focus on vibrant colors and
  abstract designs, I aimed to capture a unique aesthetic I refer to as "new retro." This
  direction allowed me to showcase my skills in creating visually engaging brand identities.
- Demonstrating HTML, CSS, and JavaScript Skills: When I start embedding code, I typically stick to the wireframes I build. However, I had to adjust the layout in some cases like this one. With these adjustments, I can spend more time adding animations and characters to the website rather than making more text content. When writing the code, I used Visual Studio Code and was first with the HTML, then CSS styling, and then the JavaScript file.
- Acting as a Creative Director: I embraced the role of overseeing and guiding the entire creative process. This position exemplified my ability to lead and execute a cohesive creative vision. Given the scale of this project, I dedicated a significant portion of my time, investing numerous days each week to its development and refinement.
- Love for Sustainable Fashion: The website promotes eco-friendly practices, reduces clothing waste, and raises awareness about the environmental impact of the fashion industry.

By combining these motivations and skill sets, the Trend Cycle brand concept was developed!

#### Reflection- Brainstorming:

During the initial ideation phase of the project, I found myself grappling with multiple ideas that I wanted to incorporate, making it challenging to determine the specific direction to pursue.

At the outset, I was enthusiastic about the possibility of creating intricate graphics and characters to enhance the website design. However, upon careful consideration of the project timeline and constraints, I decided to forego this idea to allocate my time more effectively.

I had envisioned developing five separate pages for the website, including an About page and a Creators page. However, upon evaluating the scope of the project and considering the time available, I made the decision to consolidate these two pages into a single page. This adjustment allowed for a more streamlined and efficient development process while still effectively conveying the desired information to the users.

# **Identifying:**

As I continue this project, I have confidence in my ability to create a compelling brand identity and develop a functional 4-page website. The fact that the brand is non-existent gives me the freedom to explore and unleash my creativity without being bound by preconceived expectations.

When it comes to designing the website, I plan to draw inspiration from current e-commerce sites that have demonstrated successful UI/UX practices. By observing and analyzing their layouts, I can leverage proven design strategies and ensure a seamless user experience for visitors.

By combining my skills in branding, web design, and knowledge of effective e-commerce practices, I am confident in my ability to deliver a visually appealing and user-friendly website that aligns with industry standards and provides an enjoyable shopping experience for users.

For this project, I know I can create a brand identity and a 4-page website. Since the brand Is non-existent, I do not have to limit my creativity or have set expectations. When it comes to designing the website, I will implement based on current e-commerce sites. I will design a layout that shows proven UI/UX success.

Due to time constraints, conducting user testing for the final website may not be feasible. Instead, I will rely on my design and implementation skills, which are informed by extensive research conducted through various online resources. Although user testing is an important step in the development process, I will ensure that the website's design and functionality align with industry best practices and user-centered principles based on the knowledge I have gathered. While it would have been ideal to conduct user testing, I will strive to create a website that is intuitive, user-friendly, and meets the needs and expectations of the target audience to the best of my abilities.

#### Reflection-*Identify*:

During the process of creating a brand identity, one of the key tasks was selecting appropriate symbols and aesthetics. However, due to time constraints, I opted not to create graphic art designs. Instead, I decided to enhance the website with an abundance of carefully chosen photos to bring out the desired creative appeal. Finding free stock photos that aligned with my vision proved to be challenging, which was an unexpected obstacle in establishing a brand from scratch. Nevertheless, upon reflecting on the experience, I firmly believe that creating a brand that didn't previously exist was the right decision.

**Define:** 

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 4 landing pages.

Milestones Achieved: Visual Aesthetics and Initial Website Development

As of June 16, 2024, I have accomplished significant milestones in the project. I have successfully finalized the color palette, and font selection, and created a captivating logo that aligns with the desired visual aesthetics. Moreover, I have made substantial progress in website development, having completed the first four pages. This includes the incorporation of engaging photos, compelling text, thoughtfully designed graphics, and even some tasteful animations. The layout has been carefully crafted to ensure an immersive and seamless user experience. These achievements mark important strides in bringing the Trend Cycle project to life.

#### Inspiration:

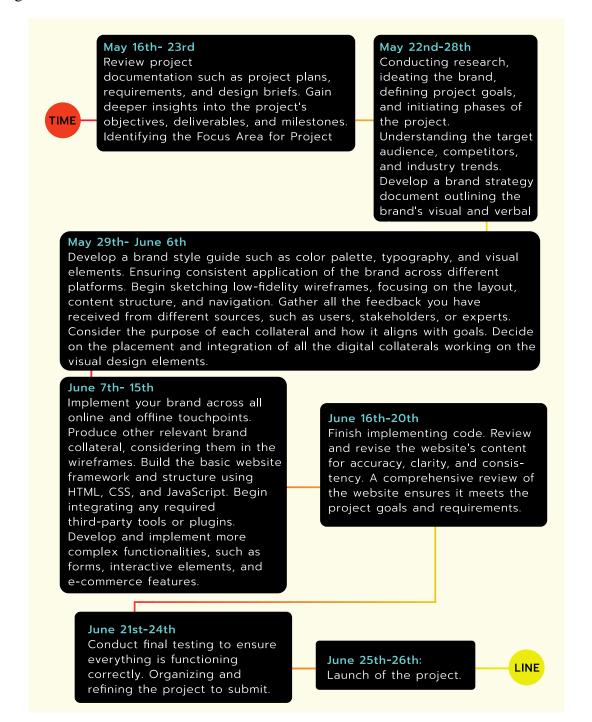
In developing the platform, I drew significant inspiration from TikTok and Amazon, both in terms of their overall aesthetic and the layout of their platforms. TikTok's ability to capture attention through short, engaging videos and Amazon's vast marketplace served as valuable references for creating an appealing and user-friendly experience on Trend Cycle.

For fashion designers who sign up on social media platforms, their success often depends on effectively marketing their designs to sustain their careers. Building a community and establishing a customer base takes time and effort. With Trend Cycle, the platform aims to address this challenge by providing a diverse and continuously updated shop that regularly showcases new designers and products. Unlike platforms that cater to a specific set of people or design aesthetics, Trend Cycle's focus is on inclusivity and variety.

By consistently featuring new designers and their unique products, Trend Cycle ensures that the platform remains dynamic and exciting for users. This approach also opens opportunities for

emerging designers to gain exposure and reach a broader audience, fostering a sense of community and collaboration within the fashion industry.

In summary, the platform's goal is to provide a sustainable career path for fashion designers by offering a diverse shop that continuously introduces new designers and products. By embracing inclusivity and variety, Trend Cycle aims to create an engaging and supportive community for designers and users alike.



## Reflection-define:

I have successfully adhered to the timeline up to this point by effectively setting specific deadlines for completing tasks. However, I have encountered a challenge in integrating all my ideas seamlessly into the project. While I have generated numerous creative concepts, it has been a task to ensure they are implemented cohesively without compromising the overall design and functionality of the project. Despite this obstacle, I am committed to finding innovative solutions and striking a balance between incorporating my ideas and maintaining a smooth user experience. By leveraging my problem-solving skills and employing effective design strategies, I will strive to overcome this challenge and deliver a final product that reflects both my creativity and usability standards.

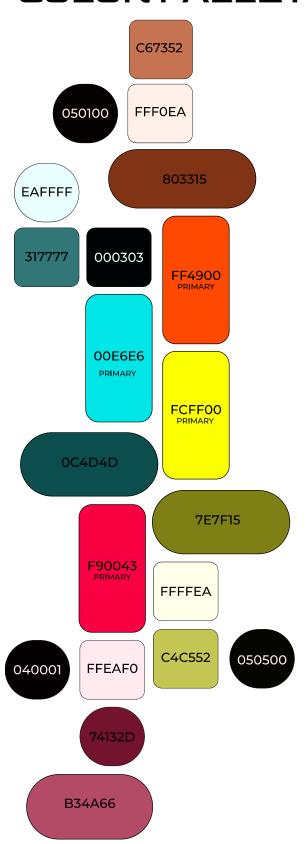
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#### Ideate

Elevating Branding and Website Design: *Embodying the Essence of Recycled Vintage Fashion*Throughout the creation of this project, my mind was continuously filled with ideas on how to visually capture the essence of recycling vintage clothes for new high-fashion looks. This concept served as the driving force behind the branding and website design. With careful consideration, I invested a significant amount of time in selecting the perfect colors, photos, and graphic elements that would resonate with the brand's identity. The goal was to create a cohesive and captivating online experience that truly embodies the unique spirit of repurposed fashion. I used Adobe Illustrator and Photoshop to create graphics and edit the appearance.



# **COLOR PALLET**



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

Chosen with Paletton

#uid=c3i5r0f1U0kw4T22B++i-J o 0 q 0 g 1 Z h 0 A



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

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

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



TYPOGRAPHY

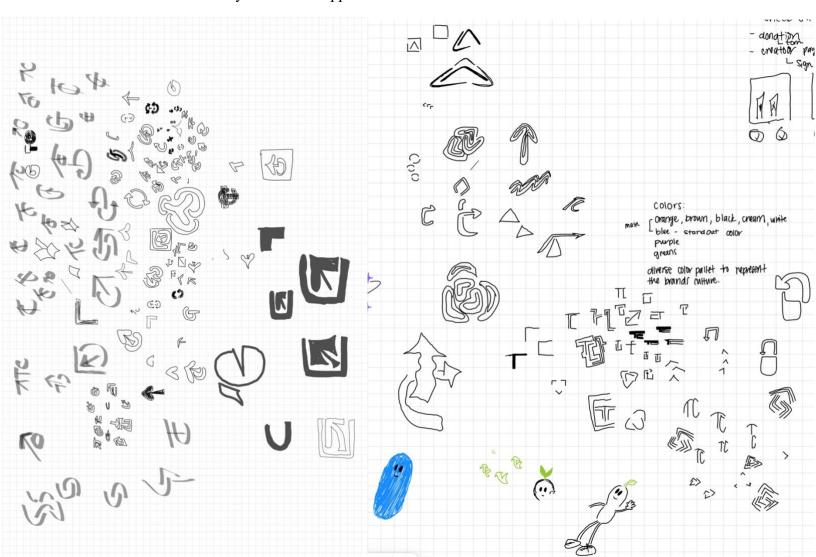
#### GOLDMAN

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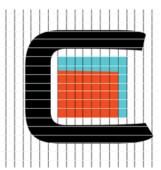
### MONTSERRAT

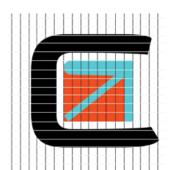
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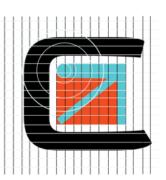
<u>Font Choice:</u> Deliberating on font choices for the Trend Cycle, I carefully selected two fonts that prioritize readability while offering distinct styles that harmonize with each other and the aesthetic. Next, you'll see sketches that I did when producing the logo and graphics. I created these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











The Logo Process: A sleek and minimalist combination of the letter 'C' and an arrow, where the arrow is formed by utilizing half of the letter 'T'. This deliberate design choice was made to achieve 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 was also inspired by the Recycling logo where you commonly see three arrows.

# Icons for website:





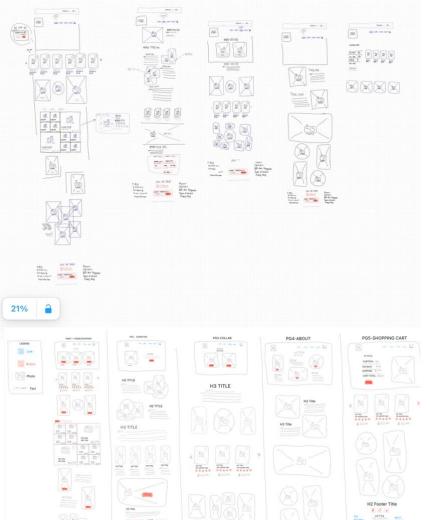












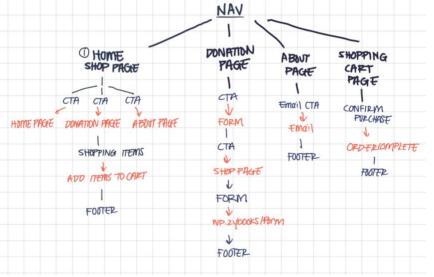
# **Wireframe Sketches:**

In this first sketch, I mainly was deciding what elements I wanted to include and what I can implement.

This next sketch is what I had originally been planning and turned in to my peers to evaluate. Considering the timeline and goals I have, I decided to change the layout. I want to make sure the rest of my time goes to making the website an experience. Having a lot of okay content doesn't make the project better.



This is the updated wireframe that I have decided on thus far.



Site map:

This is the sitemap for the website thus far.

# Reflection-Design Process:

In the quest for the perfect fonts, I initially sought a vibrant and classic combination to create the desired contrast. However, upon considering the vibrant colors and photos that adorn the website, I realized the significance of not overshadowing the content. Thus, I made a conscious decision to opt for fonts that strike a delicate balance. These fonts not only enhance readability but also seamlessly complement the overall aesthetic, ensuring they do not detract from the website's core message. While creating the graphics and aesthetics posed its challenges, I am pleased with the overall direction I have achieved thus far.

Looking ahead, I am determined to follow the established timeline, ensuring the completion of the project's remaining steps. With each milestone, I will continue to refine and bring the vision to life, ultimately delivering a cohesive and captivating experience for users.

Website Progress: (photo on next page)

The quality is the best state without making the file too large.







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