To do

1. Company description and premise
2. A problem definition
3. Brand analysis and USP
4. Value Proposition
5. Concept description
6. SEO analysis
7. List of literature
8. Communication brief
9. XD (design manual?)
10. Animated web banners
11. Video(s)
12. Infographic Poster
13. website

Sections, fields of our content creation:

1. Photo
2. Video
3. Graphic
4. Ilustrations
5. Animations
6. Web design

Inspiration webs:

[https://www.tesla.com](https://www.tesla.com/)

[https://www.pentagram.com](https://www.pentagram.com/)

[https://landor.com](https://landor.com/)

[https://bulbulwatches.com](https://bulbulwatches.com/)

[Designworks (bmwgroupdesignworks.com)](https://www.bmwgroupdesignworks.com/)

[Pininfarina](https://pininfarina.it/en/)

[Ammunition Group – We’re a design studio dedicated to bringing products and services that matter to market.](https://ammunitiongroup.com/)

[IDEO | ideo.com](https://www.ideo.com/eu)

<https://www.mindsparkz.com/>

<http://blacknegative.com/#!/whoweare/>

https://www.iutopi.com/

<http://gamingmedia.ru/en#game-0>

https://www.supremo.co.uk/

Website:

1. Homepage
2. Photo
3. Video
4. Graphic
5. Ilustrations
6. Animations
7. Web design
8. About us
9. Contact
10. Privacy policy
11. Terms and conditions

Communication brief

**Purpose**

Our purpose and wishes are to achieve branding. Through branding we wish to convince our investor and protetinal customers that we are creative and professional graphic design company. They can visit our website and understand more who we are, to know us from all our professional employeers background and art works.

**Premise**

The message of our company is to send our professional service to our customers and protential customers in many different ways.   we are always to meet our customers requirments with our professionalities and creations, on this way, we are helping our customers to develop their business and company, so customer and our company can create and build up “win-win“ and long term cooperation. As our current customers already know that we are creative, stable, take business serious and professional, good serves and always meet their requirements. From these points, we may achieve our branding by our good reputation.

**Sender**

Our company is the sender.

**Target group**

**Content**

The type and characteristic of services we provide, billing, info about our company

**Media**

Responsable Website.

We will also use different social medias to reach the target group e.g., Instagram, Facebook and Tik Tok as well as Google Ads.

**Situation**

A responsible grafic design companys website is an easy communication form that everyone can access it but at the same time it is also very challenging because there are many websites that people can visit.

Once the company and website start running, there are many potential factors to help the communication. E.g. good pictures, creative design, lights and welcoming colours/design, catching slogans, call-to-action buttons, advertisement, social media and so on.  
The same factors that can potentially help can also be noises that works against the communication. E.g. slow loading, bad pictures, technical problems with the web site, not eye-catching content such as unique or creative design or artworks to make the customer want to stay and learn us more.

**Effect**

The effect is that we can make a living out of it and at the same time to continue developing our customers by creating more creative artworks to attract them to know us more.

We are using the tools, contrast-ratio and wcag-contrast to test the color contrast according to WCAG accessibility requirements, to check our webpage if it succeeded to be an accessible website. We can also find user testers to test our website for more idea to improve our website, to make sure that we have transmitted the correct information for branding our company, so we can make our company growing, at same time to attract more investors.

Goal:

* 1. Accessibility, responsive and POUR website
  2. To transmit the correct information
  3. To reach the purpose of branding our company
  4. To have loyal inverstors, who are willing to suport the company for long-term growing and developping.
  5. To have stable and loyal customers and passiblities of finding more protential customers
  6. To have stable work enviroment, who are willing to grow together with company.

# **Conclusion**

We believe that this plan will affect the solution in a positive way. It will attract investors and increase the sales, so that to reach new protentional customers. The chosen target group is very good for the project because they are willing to listen and to make changes. The target group also have many relations to people outside of the reach and that way they can pass on the information and extend the protentional investors and customers.

Questionnaire

Persona

### Mood board

Design manual