

# ***Project Plan - Project X***

*Teacher Coach: Dirk*

## **Subject**

The goal of this project is to develop a unique (invented) flower brand identity that communicates the flower's aesthetic, and marketability in contexts such as floristry, or eco-conscious industries.

## **Content**

-> *Conceptualization*

- Define the fictional brand: name, appearance, symbolism, and story.
- Identify the target audience

-> *Visual Identity Development (Brand Guide)*

- Logo design
- Typography
- Color palette

-> *Brand Elements*

- Concepts: Mockups for items like bouquets, gift boxes, or seed packets.
- Marketing materials: Posters, social media templates, and brand taglines.
- Digital presence: Mockup a minimalist website or landing page.

-> *Storytelling*

Write a narrative that contextualizes the brand

- Explore taglines or slogans that reinforce the brand's values.

## **Learning Outcomes**

### **LO1: Interactive Media Products**

I will create an interactive media product (mockups of marketing materials and a website for the brand). These designs will be tested through user feedback to understand how well they align with the brand's goals and audience expectations. This aligns with LO1 by combining technology and design to create user-centered products. It will reinforce the importance of iterative testing and collaboration to improve usability and efficiency.

### **LO2: Development & Version Control**

*If time permits I will code the website mockup I've created.*

### **LO3: Iterative Design**

This project heavily leans on LO3, as it emphasizes using professional design tools like Adobe Illustrator, Figma, and Affinity Designer for creating and refining branding elements. I will follow an iterative process, testing logos, color palettes, and typography with classmates and teachers, and refining the designs based on their input.

### **LO4: Professional Standard**

Project organization is the key point learned from this project. By adopting methodologies like the Double Diamond Model and DOT framework i will conduct exploratory research into existing flower brands and the target audience and later the insights will be documented.

### **LO5: Personal Leadership**

I will actively seek feedback at each stage of the project. Reflecting on feedback will allow me to refine both the creative and technical aspects of the project. Additionally, my ability to reflect and choose the scope of project X to fit accordingly into my portfolio.

### **Planning**

<b>Phase</b>	<b>Activities</b>	<b>Duration</b>
Plan	Define Project X ideas	week 1 (09/12/2024 -> 13/12/2024)
Discover	Research	week 2 (16/12/2024 -> 20/12/2024)
Define	Brand identity	week 3 (06/01/2025 -> 10/01/2025)
Develop	Prototyping and testing designs	week 4 (13/01/2025 -> 17/01/2025)