

BLIK

Date: 10/09/2024

Members : Tina Shingrani, Nieck Buijs, Jerryl Alcantara, Adeline Agna & Fabiana Barrios

Our team

Our team is composed of 5 people. Each member of the group will focus on a specific aspect although it is a collaborative work, and everyone will have a say when making decisions and participating in everything.

Deliverables

- Team Charter
- Project Plan
- Brand guide (Stylescape, colors, logo, fonts, identity)
- Social Media Plan (Business,)
- Website Mockup

Blink Core values

- reflection & growth
- playfulness
- vulnerability
- perspectives
- connection

Target group(s):

- Companies & organization (healthcare)
- Event organizers (catering/ those looking for dynamic parts in the program)
- Private individuals (insight on personal life for example old couple anniversary)

What story does the client want to tell?

- On the theater as well as on the website they want their audience to get an emotional feel and add goosebumps.
- It must grasp the attention of the organizations that might be interested in a collaboration for events.

To do list for 9-13th sept

- ☒ Team charter
- ☒ Project plan
- ☒ Brand Canvas
- ☒ Make individual moodboards
- ☒ 3 stylescapes

To do list for 16-20th sept

- ☒ Finish 3 stylescapes
- ☒ Make a vague content strategy
- ☒ Brand Guide
- ☒ Make presentation
- ☒ Make personas

Team Charter

Background

We were assigned to create a new brand identity for Theater Blik. They are a group of women aiming to expand their little improv group in Amersfoort into an association of actors and musicians.

Mission

Create a brand for the Blik group that fits their brand goal and personality. Additionally, provide useful tips on how to update different social media platforms to promote their work around The Netherlands.

Tina	Nieck	Jerryl	Adeline	Fabiana
Creative , Innovative and visionary. Usually the funniest in the	Creative, likes to work hard and go the extra	Creatively Optimistic, potential team	Creative and good with teamwork. Able	One of my strengths is time management, efficiency and

group. Good with teamwork. Immaculate speaking skills. I zone out.	mile, and a bit of a perfectionist. I tend to worry too much about small things, I get distracted easily or zone out sometimes.	energizer?, could be a good presenter. I tend to get distracted or lose interest easily.	to work under pressure. Sometimes my brain is fried and I would stop functioning.	creativity. On the other hand, when I get a brain fog I usually can't get out.
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Core Values

- Satisfaction of the Client
- Team Efficiency
- Collaboration
- Creativity
- Positivity

Group Norms

Communication Plan → team meetings, consensus decision-making, if consensus within the team is not achievable decisions will be made by majority vote.

Project plan: week 1 - week 4

Week:	Assigned task:	Who:	Status:
1	Make moodboards (6)	Everyone	Complete
1	Finish 3 stylescapes	In groups: Tina and adeline Nieck and Jeryl Fabiana	Complete

1	Start of logo design	Everyone	Complete
1	Completed Logo design	Nieck	Complete
1	Team Charter	Fabiana	Complete
2	Show stylescapes to client	Tina	Complete
2	Start on content strategy	Jeryl	Complete
2	Interview questions	Tina	Complete
2	Conducting interviews	Nieck and Tina	Complete
2	User persona (2)	Adeline	Complete
2	Start brand guide	Nieck and Adeline	Complete
2	Presentation for Client	Fabiana	Complete
2	Present to client	Nieck and Tina	Complete
3	Transcribe interview recordings	Nieck and Adeline	Complete
3	Visuals for playful brand guide	Fabiana	Complete
3	Finalize brand guide	Nieck and Adeline	Complete
3	Finalize content strategy	Jeryl	Complete
3	Prototype website mockup	Fabiana and Tina	Complete
4	Posts mock ups	Fabiana and Tina	Complete
4	Send brand guide; post ideas; mockup to client	Nieck	Complete
4	Powerpoint for presentation	Fabiana	Incomplete
4	Present to client	Adeline and Fabiana	incomplete
