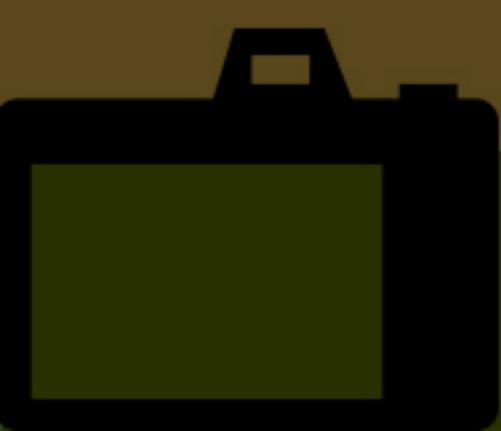


George Mitchell  
DWP 1010-P03  
Fictional Business



# Creative Brief

## **What insights do we have about them? What do they care about?**

According to this survey from 2018, over the course of a month a total of 46% of people over the age of 18 practiced photography. Though I was unable to find what their particular interest was, I believe that they would be eager to learn nature photography since they practiced it.

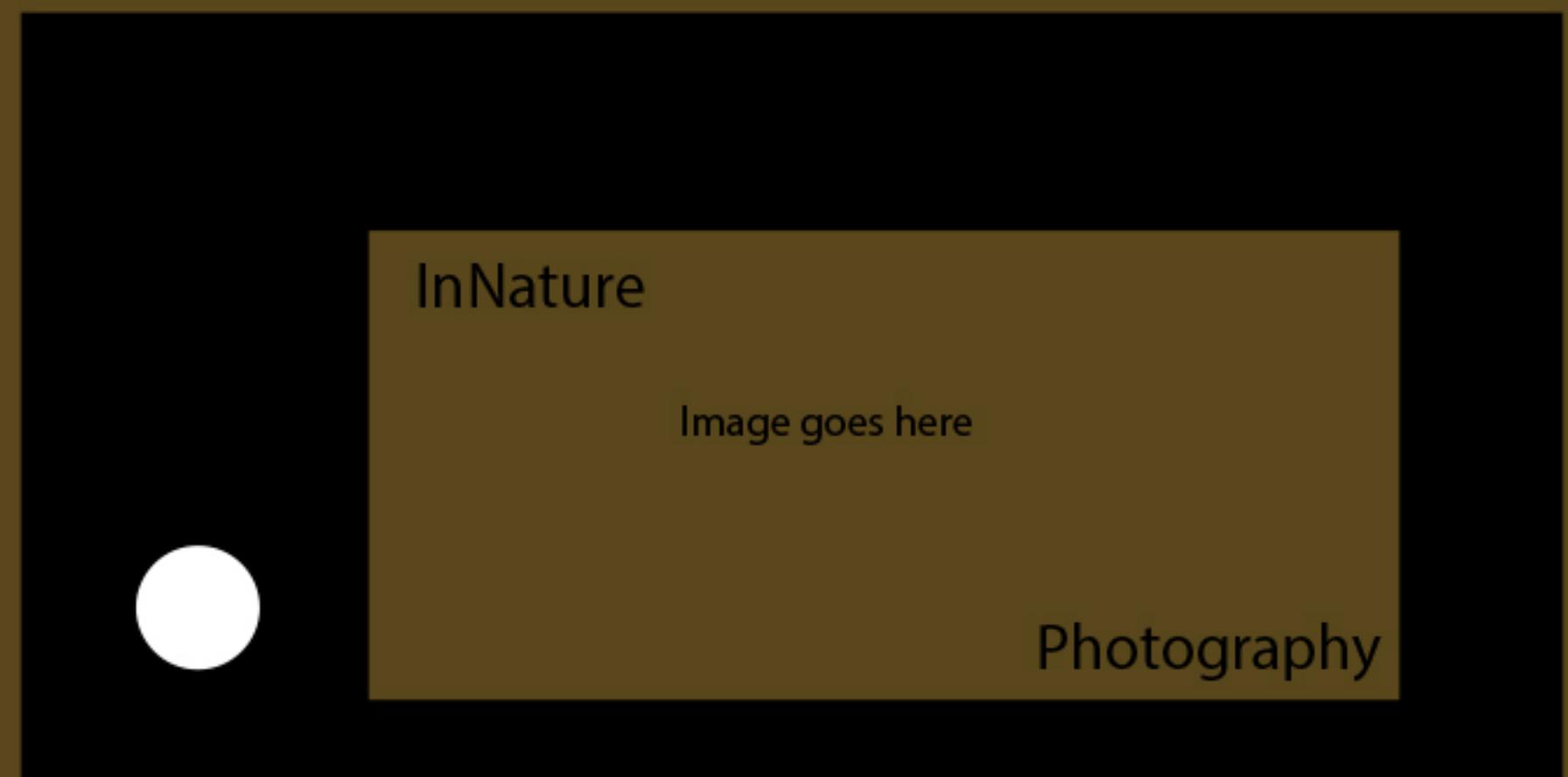
## **How is this product or service different from your competition?**

My service is different because I focus on teaching locally and will not advertise out of state. Advertising out of state would likely discourage people from participating in classes because they have to travel.

## **Describe the problem(s) in the industry that this product is going to solve:**

I think the main problem to be solved is having people appreciate nature and take better care of it so that they can continue to take amazing pictures.

# Logo Designs



# Final Logo



# Color Palette and Fonts

283000

59471C

3A2816

5A5F24

## Alice Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ultrices vehicula dui id sodales. Maecenas semper egestas commodo. Quisque sit amet metus eget neque pretium venenatis. Maecenas est ipsum, dignissim convallis est eu, ultricies ullamcorper magna.

## Arima Madurai Medium

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# Photography Citations



Image taken by George Mitchell



Image taken by George Mitchell



Image taken by George Mitchell



Image taken by  
George Mitchell

# Photography Citations



Image taken by George Mitchell



Image taken by Alexandr Bognat  
[https://www.123rf.com/profile\\_alexandrbognat](https://www.123rf.com/profile_alexandrbognat)



Image from  
freepick.com

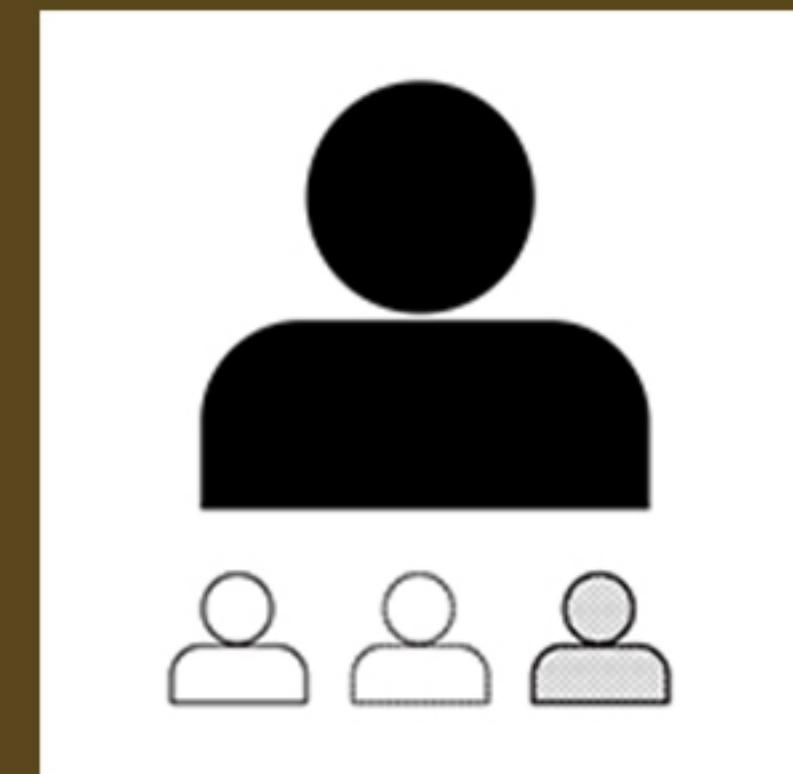


Image from  
barnimages.com

# Photography Citations



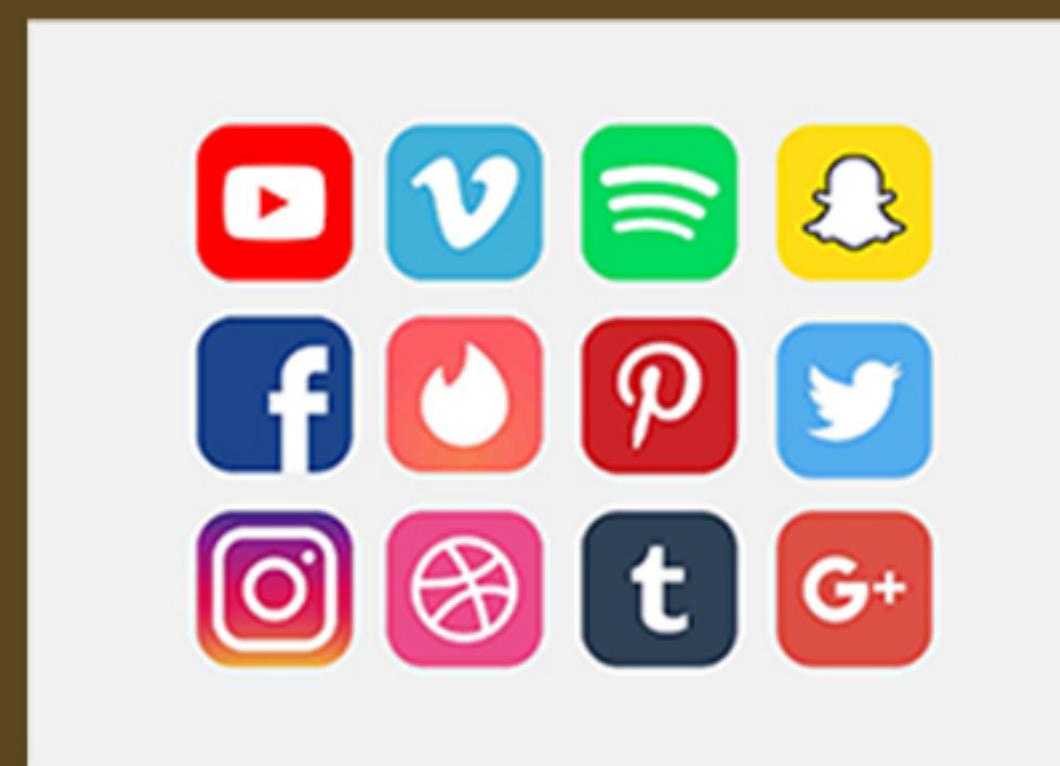
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[vecteezy.com](http://vecteezy.com)



People Vectors by Vecteezy  
[vecteezy.com](http://vecteezy.com)



Apartment Icon Vectors by Vecteezy  
[vecteezy.com](http://vecteezy.com)



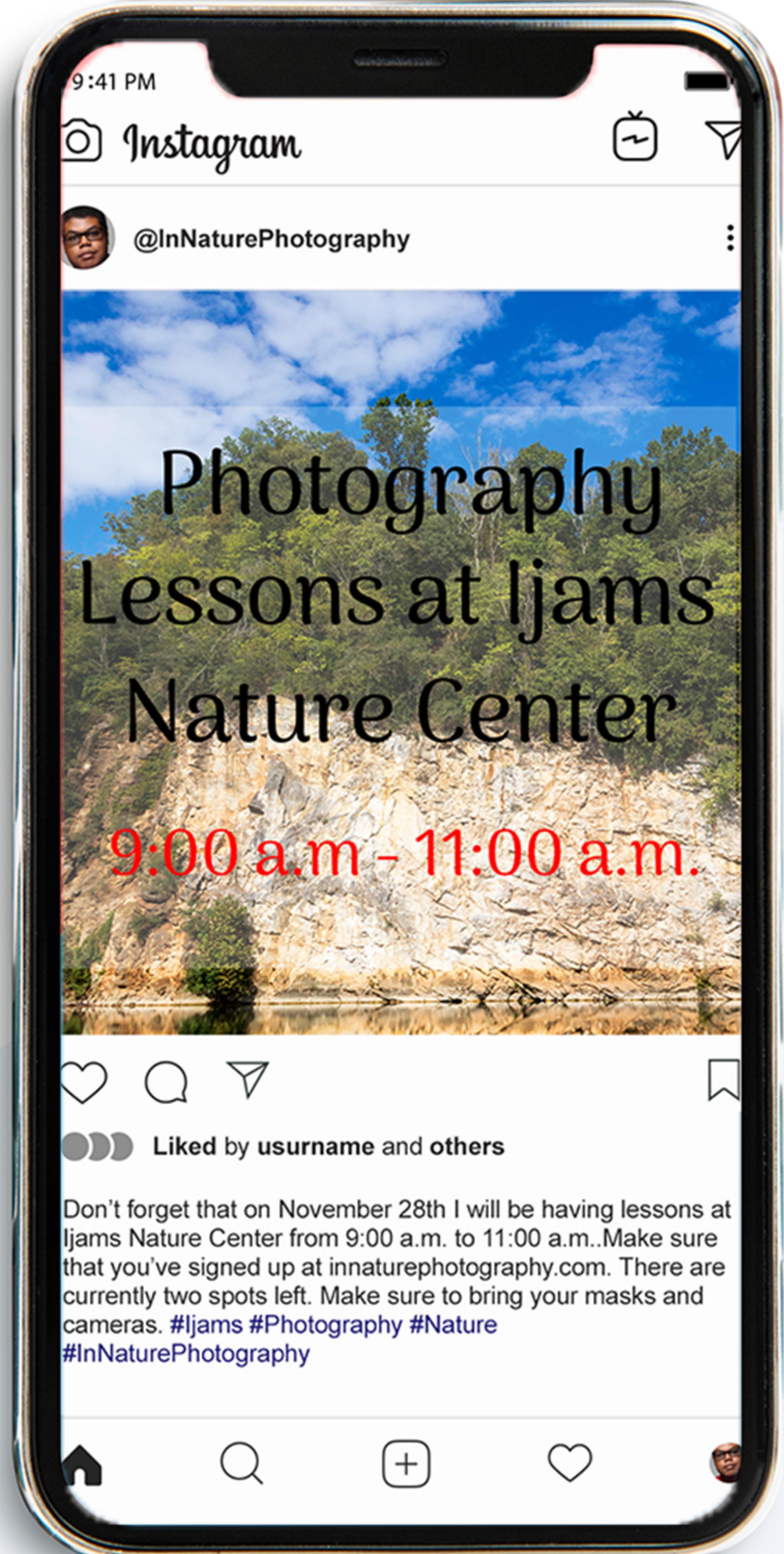
Email Vectors by Vecteezy  
[vecteezy.com](http://vecteezy.com)

Icons by zhengdacool  
[vecteezy.com](http://vecteezy.com)

# Business Card Mock-Up



# Instagram Post



# Full Homepage



## About InNature Photography

InNature Photography was created to teach people about nature photography as well as the importance of nature. You'll learn from George Mitchell who has modern photography knowledge and has studied nature/travel photography in Ireland. Visit my about page to learn more.

## Cost of Classes and Events

\$75/hr  
Private  
Lessons

[Schedule](#)

\$125/hr  
Weekend  
Private  
Lessons

[Schedule](#)

\$50/hr  
All Events

[Register](#)

Masks required at each lesson and event.

## Upcoming Event



Photography Lessons at Ijams Nature Center  
with George Mitchell

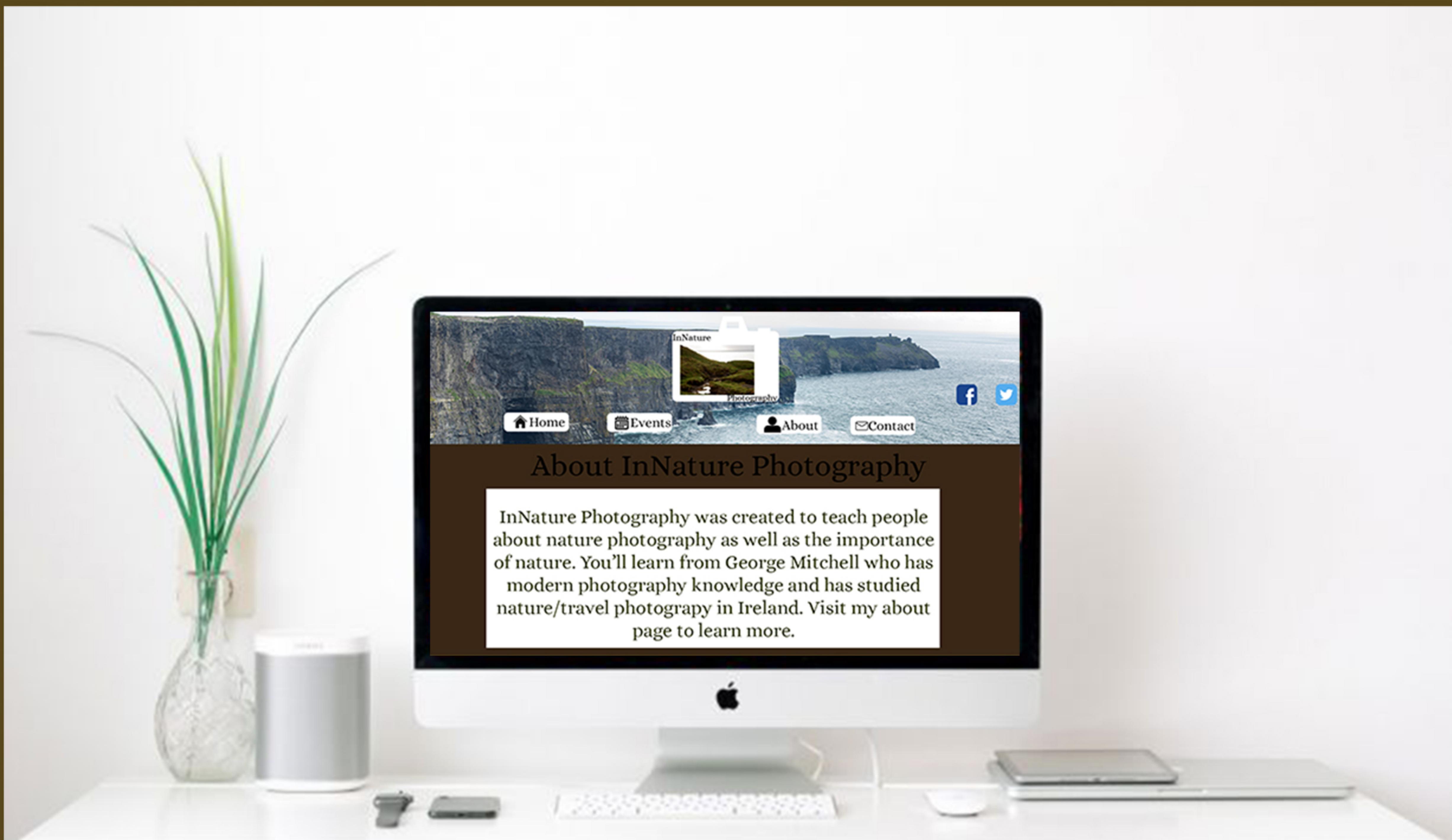
On November 28 I will be teaching photography at Ijams Nature Center. We will be going to different areas like the Riverwalk and Meade's Quarry. Be sure to bring your cameras as well as any lens that you think that you will need. Be sure to click the button register below to register. **Masks will be required in order to participate. Refunds will not be given in the event that you choose not to wear one. Spots are limited to 8 people only due to the ongoing pandemic.**

[Register](#)

## My Work



# Website Mock-Up



InNature



Photography

Thank You