

Unit 5:

Brief Summary for Popup Ink website

The website I am going to create is for my company Popup Ink, which is a full stack design studio, dedicated to bringing creativity and technology together to produce fresh inspiring digital solutions for client branding and promotion.

Step 1: Define your audience and tone

Who will visit your site?

People visiting the site will either be interested in using our services as an advertising agency/design studio, or to hire me for on or offsite assignments.

What can make you and/or your product stand out against your competitors?

What makes Popup Ink different than our competitors is our process. Because we are small and have a network of talented people we work with remotely we can provide flexible, transparent solutions without the huge overhead expense or bureaucracy.

How would you speak to your clientele if you were communicating in person?

Popup Ink's mission is to take existing marketing initiatives that traditionally are done in print, and recreate them with beautiful and effective digital solutions that add value to the product and the organization or company we are working with.

How could you translate that style and tone digitally?

Colors need to be modern, low-key and convey a new sensibility and approach to branding and marketing.

What colors represent you or your product?

Black, white, and grey with an interesting choice of bright colors.

What images illustrate your message?

Images of our work and infographics.

Step 2: Identify Content

Intro Page

Our Process

Our Work

Capabilities

Contact Us

Step 3: Logo Design

Step 4: Style Guide

Step 5: Create/Update Sketches