

Self Directed Brief
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Brief Set By:
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Course:
Graphic Communications Yr 3

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Create a Cryptocurrency which is
branded in such a way it is
accepted by the mainstream.



Related Disciplines

Communication Design
Branded Content
Computer Programming
Data Visualisation

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Background

We currently live in a society where our money and lives are control by banks and the government. We are over charged and spending money on things we have no decision on.

For example the big bank bail outs of 2008, we as a society had no influence on whether or not we wanted to use our money to bail out these bankers who lost our money through there greed.

All our money is put into the hands of people who use it to pay them selves billion pound bonuses annually leaving us as the people to pick up the deficit.

If I was to tell you that there is a future of banking which cuts out these greedy middle man, leaving our money in control to us as the people, and just being part of this banking system will generate you money.

This advance is called Crypto-currency and it already exists. The problem is this revolution is being prevented by the big banks and the governments by implying it is an unsafe and an unstable market, however it is the absolute opposite, and is threating their control.

The Challenge

Researching into Cryptocurrencies like; Bitcoin, Litecoin, Feathercoin ect. I plan to find where these ideas have gone wrong to not yet have brought this evidential future of money to masses.

Using this information I plan to program, market, design and brand a Cryptocurrency which enhances this knowledge to its missed potential.

Undertaking this I will need to give value to a product which at the moment is digital data surrounded by skepticism.

I will also need to have a understandable, direct and informative form of marketing which displays the benefits of Cryptocurrencies in a simplistic engaging format.

Who is it for?

This product is for people who want to transition from the old form of banking we currently use to the future of banking which is evidently peer to peer banking.

A person who is also disappointed in the current system and will want to be part of this revolution.

What is a Cryptocurrency?

It is a technological advance so powerful that it transforms the very basic pillars of our society. A technology which fundamentally influences the way our economy, government systems and business's function.

It could change our conceptual understanding of trade ownership and trust. People often think of Cryptocurrencies as only virtual money or a transaction system. but if you look closer you will see the monetary aspect is just the tip of the iceberg. This is because it is a ground breaking the Internet for which money is merely one of the possible applications.

Money exists to facilitate trade, for centuries trade had became incredibly complex as everybody is trading with each other worldwide. Trade is kept in bookkeeping and is often hidden from the public. For this reason we use third parties and middlemen we trust to facilitate and approve our transactions.

Governments and banks, are trusted third parties. Cryptocurrencies eliminate this middleman giving the power back to the people using a peer to peer banking system.