Anubix Graduation Project Timeline

Phase 1: Research & Concept (20 Aug – 5 Sep)

1. Project idea & company name
2. Literature review / feasibility and business model   (text and design)
   - Target audience / الجمهور المستهدف

     تحليل شركات مقاربة لمجالنا) اللوجو- مميزات- خدمات- مقارنات فنية- الاتجاه / Competitors analysis   - والهدف)
   - Collect visual references (what inspire us MOSTAFA SALEM)

3. Requirement gathering / persona of target audience انشاء شخصية العميل المحتملة
4. System analysis & design
   - color selection strategy
   - typography selection strategy (this font is characterized by… - using … font in design
   - branding and logo
5. Project planning & management
   - Determine project idea
   - create a project plan
   - making a Gantt Chart
   - software used in design
   - websites used in visual feeding
6. Brand strategy document
   - main goal
   - main slogan
   - vision & mission
   - core values
   - brand purpose
   - target audience
   - brand persona
   - value proposition
   - brand message
   - tone of voice
7. Key messages / Tagline

Phase 2: Core Identity (6 – 19 Sep)

1. Brand identity
   - Logo
   - Color palette
   - Typography
   - Imagery style
   - Iconography & graphics
   - brand mask / symbol
   - patterns / textures

2. brand applications / packaging (merchandising)
3. Brand guidelines / Manual
4. 6 Business card (use our name)
5. 2 Envelope (22x11 - 16.5x22.9) + Letterhead + Notepad
6. letter signature design
7. ID card (different from a business card)
8. Jacket folder
9. Company profile (10~12 pages)

Phase 3: Print Applications (20 Sep – 10 Oct)

1. 5 Hand-out flyer design (A4 – A5)
2. 5 Poster & 3 Billboard design (250x100)
3. 4 Roll-up banner design
4. Stationery
5. Calendar for one month
6. mockups

Phase 4: Digital Applications (11 – 31 Oct)

1. 1 Facebook cover
2. 5 Facebook posts + ads
3. 1 LinkedIn cover
4. 6 Instagram posts (totally 12 designs) + ads
5. Instagram stories (around 4-5)
6. Highlight covers

7. Website / Landing page concept
8. Email signature design
9. Mockups

Phase 5: Motion & Extended Applications (1 – 15 Nov) (TPD)

1. Booth / Exhibition design + mockup
2. Motion graphics intro/outro
3. Animated logo intro
4. Motion templates (for stories/ads)
5. Presentation template (PowerPoint / Pitch deck)
6. Content strategy document

Phase 6: Review & Brand Book (16 – 30 Nov)

1. Design review & corrections
2. Final mockups + identity package
3. Checklist for deliverables
4. Handover document (report)
5. Testing & validation

Phase 7: Final Presentation & Exhibition (1 – 5 Dec)

1. Final presentation (decks and rehearsals)

Note: Separate tasks will be discussed further ahead if the timeline is agreed upon

Highlight meaning

…. May skip

…. Done

…. Alaa

…. Mohamed Mehaisen

…. Mohamed El said

…. Rawan

…. Nancy

…. Forat