

# Project name

KEMET



## Project idea

KEMET is a cultural initiative dedicated to preserving, celebrating, and revitalizing Egypt's rich heritage of traditional crafts. The project aims to support local artisans, highlight the beauty of handmade Egyptian products, and reconnect young generations with the authentic artistic identity of ancient and modern Egypt.

Through workshops, exhibitions, storytelling, and community-driven activities, KEMET creates a platform where craftsmanship is not only showcased but also kept alive for future generations. The initiative focuses on empowering artisans, promoting sustainable handmade practices, and raising awareness about the cultural value embedded within each craft—from pottery and weaving to copper work, wood carving, and more.

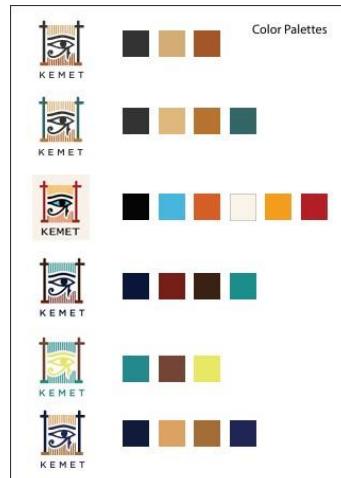
By bridging tradition with modern creativity, KEMET aspires to transform heritage into a source of inspiration, innovation, and national pride. It is not just a project; it is a movement to keep Egypt's timeless craftsmanship vibrant, appreciated, and passed on.

## Team Members

- Mostafa Ahmed Hassan Mohammed (Team leader)
- Habiba Salah Abdelaziz Hafez
- Maria Maged Magdy Zaki
- Salma Waled Salem Hussien
- Yassmin Hassan Mostafa Ali

## Work plan

### 1.visual identity



## 2.Research & Analysis

KEMET targets a diverse audience that includes young creatives eager to explore traditional crafts, skilled artisans seeking visibility and opportunities to pass down their expertise, cultural enthusiasts who value authentic Egyptian heritage, and social-impact supporters interested in empowering local communities and sustainable craftsmanship. The initiative also appeals to both local and international tourists who want immersive experiences and meaningful connections to Egypt's rich artistic identity.

## 3.Main Design



## 3.complemntary product



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5.Final presentation: [https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Kemet%20Presentation\\_compressed.pdf](https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Kemet%20Presentation_compressed.pdf)

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## Roles & Responsibilities

### 1. Brand Designer (Yassmin Hassan Mostafa Ali)

Focused on building the visual identity of KEMET, including the logo, typography system, and brand guidelines. Ensures consistency across all touchpoints and develops a recognizable identity that aligns with the initiative's cultural theme.

### 2. Layout Designer(Habiba Salah Abdelaziz Hafez)

Specialized in designing the magazine pages and structuring content in a clean, readable, and visually appealing way. Responsible for arranging text, images, and decorative elements while maintaining balance and clarity.

### 3. Social Media Designer(Mostafa Ahmed Hassan Mohammed)

Creates the promotional content for online platforms, including posts, stories, and ads. Ensures each design communicates the initiative's message clearly and attracts audience engagement.

### 4. Presentation Designer(Maria Maged Magdy Zaki)

Responsible for crafting the project's main presentation materials. Designs clean, cohesive slides that visually explain the initiative, its goals, personas, and activities in a professional way.

### 5. Visual Researcher(Salma Waled Salem Hussien)

Gathers cultural references, craft images, colors, and motifs inspired by Egyptian heritage. Helps the team stay visually authentic and provides inspiration for patterns, textures, and design elements.

# KPI's (key performance indicators)

## 1. Audience Engagement

- **Number of event attendees** (workshops, exhibitions, talks).
- **Social media engagement rate** (likes, comments, shares, saves).
- **Growth in followers** across all platforms during the campaign.

## 2. Artisan Impact

- **Number of artisans participating** in the initiative.
- **Increase in artisan visibility** (mentions, features, sales).
- **Satisfaction scores** from artisan feedback surveys.

## 3. Digital Content Performance

- **Reach and impressions** of social media posts.
- **Video views and watch time** for promotional content.
- **Click-through rate (CTR)** on digital campaigns.

## 4. Brand Awareness

- **Recognition of the KEMET brand identity** in surveys or event feedback.
- **Media coverage** and mentions in press, blogs, or cultural pages.
- **Increase in website or landing page visits** (if applicable).

## 5. Educational & Cultural Influence

- **Number of workshops held** and their attendance.
- **Skills transferred** (measured by participant feedback and workshop output).
- **Collaborations** with cultural organizations, universities, or museums.

## 6. Community Reach

- **Number of communities engaged** (schools, local markets, youth groups).
- **Participation from young creatives** in activities or competitions.
- **Volunteer involvement** and retention.

## 7. Design & Visual Communication Efficiency

- **On-time delivery** of all design assets (brand identity, magazine, social posts, presentation).
- **Consistency score** (internal evaluation of brand coherence across materials).
- **Feedback rating** from stakeholders on visual clarity and design quality.

## 8. Overall Project Satisfaction

- **Stakeholder satisfaction surveys** (project managers, partners, artisans).
- **Completion of planned milestones** vs. actual timeline.
- **Achievement of project goals** as defined in the initial project brief.

# Instructor

- Dr.Suzan Farahat
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## Project files

Business card: [https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Business\\_Card\\_Mockup\\_4c.png](https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Business_Card_Mockup_4c.png)

Posters: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Poster%20Mockup.png>

<https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Poster%20Mockupfdd.png>

<https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Poster%20Mockup%2002.png>

Magazine: [https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Magazine\\_Mockup\\_7.png](https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Magazine_Mockup_7.png)

<https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Mockup%201.png>

Flyer: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Flyer%20Mockup%201.png>

<https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Flyer%20Mockup%202.png>

Brochure: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Brochure%20Mockupd.png>

Website: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Website%20mockup.png>

Social media: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/Social%20Media%20Mockup%2001.png>

Gif: <https://github.com/mostafa02ahmed/KEMET-SEAL/blob/154b95103fd6b8922baeac0f3b9398a52e16dd6c/kemet%20gif.mp4>

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<https://share.google/Fb81iB72Ywl9aG1Nz>

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