

- **Project Name**

Andulisia – أندوليسيا

- **Project Idea**

A handbag brand inspired by Andalusian civilization.

- **Team Members**

Rana Mohamed Ahmed

Mariam Ahmed Mohamed Hany

Mayar Khaled Osman

Kariman Osama Kamal

- **Work Plan**

1. Research & Analysis

- A comprehensive research phase was conducted to understand the market trends and audience behavior within the luxury handbag industry inspired by Andalusian heritage. Audience personas were developed to identify key customer segments, their preferences, and lifestyle aspirations. This step provided a strong foundation for aligning the visual direction with both brand values and audience expectations.
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2. Visual Identity

- A refined visual identity was created to embody the essence of Andalusian art blended with modern sophistication. The logo design integrates elegant typography and ornamental motifs that symbolize heritage, harmony, and timeless luxury.
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3. Main Designs

- The main poster serves as the visual centerpiece of the brand's communication.
It reflects the fusion of tradition and modernity through balanced composition, refined color palette, and elegant visual storytelling.
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4. Complementary & Products

- Supporting materials were developed to ensure brand consistency across all touchpoints.
This includes packaging designs, business cards, promotional materials, and digital templates aligned with the core identity.
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5. Review & Finalization

- All visual components underwent a detailed review to refine details, ensure alignment with brand guidelines, and maintain high-quality standards.
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6. Final Presentation

- A comprehensive presentation was prepared showcasing the full creative journey — from initial concept and research insights to final visuals and applications — presented in a clean, cohesive, and professional format.
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Roles & Responsibilities

The project was collaboratively developed by “**Team Andulisia**”, where each member contributed with a specific creative focus to ensure a unified and distinctive brand outcome.

- **Rana Mohamed Ahmed – Logo Design, Posters & Instagram Page**
Responsible for creating the brand's visual identity, including the logo design, three main posters, and Instagram layout that reflect the Andalusian-inspired aesthetic and modern elegance.
- **Mariam Ahmed Mohamed – Storytelling, Packaging & Thank You Cards**
Developed the brand story and tone of voice, alongside designing packaging and thank-you cards to enhance brand experience and emotional connection.
- **Mayar Khaled Osman – Social Media Posts**
Created three social media posts maintaining consistency with the overall visual identity and color palette.
- **Kariman Osama Kamal – Labels & Mockups and Business cards**
Designed product labels and mockups to showcase the brand's final look and product presentation.
- **All Members – Product Creation**
The entire team collaborated in crafting various handbag prototypes inspired by Andalusian art and culture.

- **KPIs**

To measure the project's success, several creative and performance indicators were considered:

- Quality and coherence of the final visual identity.
- Timely completion of each design task.
- Innovation in concept and storytelling.

- Consistency across all designs and applications.
- Positive feedback from target audience and mentors.

- **Instructor: Tamer Hassan Sayed**

- **Project Files** <https://www.instagram.com/andulisia>

<https://drive.google.com/file/d/1JA-KYjE7hith36OI3RH4nyeGYMQB-QD1/view?usp=sharing>

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- **KPIs (Key Performance Indicators)**

1. Timely completion of tasks
 2. Quality and consistency of designs
 3. Client / Instructor satisfaction
 4. Audience engagement and feedback
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