

# CREATIVE BRIEF

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**Roxanna Rodriguez – Independent Artist  
Personal Identity Branding System**

*Market Research, Creative Brief, Symbol, Slogan - Logo*

## ◆ BACKGROUND

Roxanna Rodriguez is a multimedia artist that has an associate's degree in fine arts, and is currently pursuing an associate's degree in graphic design at Thomas Nelson Community College in Hampton, VA.

She began drawing at a young age, and it always clicked as something that she wanted to pursue as a possible career. All of her spare time is dedicated to drawing, working on new projects, and focusing on improvement. The first credited art class she took was in high school, and that is what inspired her to want a professional career in art. After high school, she continued to pursue a higher education by enrolling at Thomas Nelson.

She is currently doing working on personal projects including illustrations, logos, and designs. She also does paid fine art and digital illustration commissions, small photography gigs for clients, and some freelance work for people in need of logos or brochure designs. Once she graduates with her associate's degree in graphic design, she intends to continue doing the same freelance work she does now, as well as applying for jobs as a designer for professional small businesses in the area.

## ◆ OVERVIEW

To design a personal identity branding system for Roxanna Rodriguez that can be used for all marketing materials, to include her business website, social media sites, business cards, and email signature. This branding collateral will be used to market herself to potential clients and as an independent artist to local, small businesses and non-profit organizations in the Hampton Roads area.

## ◆ DRIVERS

- Obtain a fulltime job as a designer for an established and professional business either local or non-local.
- Compile a competitive portfolio in fine arts, graphic design, and photography.
- Graduate and obtain her associate's degree in graphic design.

## ◆ AUDIENCE

**The primary targeted demographic for this clothing line will include:**

- Professional well-established businesses (local or non-local)
- Professional well-established independent clients (local or non-local)

**The secondary market will include:**

- Small local businesses
- Independent local clients
- Non-profit organizations

## ◆ COMPETITORS

### LOGOS



## ◆ STYLE

Her creative design style tends to fluctuate because she likes to experiment and try out new things with different styles. Her style can be organized, elegant, and classic or modern, fun, and unique. She enjoys typography and incorporating her own illustrations and photography in her work. She tends to use rectangular, squared, and round shapes with her designs as well as limited color palettes.

## ◆ LIMITATIONS

As a student, this novice designer has limited experience as a professional designer. She is still learning how to use the Adobe Creative suite, so her designs and work are not at the best of her ability yet. The more experience she gains while working and studying with the software she will be using, the better her work will become and show her potential as an artist.

## ◆ MESSAGE

To reflect an image for herself that is professional, modern, creative, organized, and successful. This design must tell companies and potential clients that I am detail-oriented and able to create designs and do work that reflect my capabilities as an artist.

## ◆ VISUALS

The original design will be created in black and white, then later I will think about different color options. I want to keep the design in black and white for now because it is timeless, professional, and clean.