



Creative Brief

Kaitlin's Kreations

Personal Identity Branding System

Due: December 11, 2017

Market Research, Creative Brief, Symbol, Slogan-Logo

Background

Kaitlin's Kreations is a multimedia design business located in Yorktown, Virginia. This local, independent designer offers graphic design, motion graphics and videography services to big and small businesses alike, across the globe.

As a child with a passion for art and an eye for design, she has always been interested in art. Growing up in a military family she has traveled the world most of her life which has greatly influence her art.

Having an uncle in the graphic design business she had his knowledge at her disposal and greatly used it to her advantage. Learning more about his job she decided that she was greatly interested in this field.

Not knowing what she wanted to do for a career path she decided to go with business since. In 2013 she started her as1sociate's degree in Business Administration at Thomas Nelson Community College. She graduated with this degree in 2015. During the summer of the year before she decided that she didn't want to be tied down to a cubicle for the rest of her life she decided to switch career paths.

Kaitlin decided that a career in art would be more because of her creativity and grand imagination. She decided to earn her Computer Arts Associate degree from Thomas Nelson Community College.

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In the fall of 2015 she took her first art class and fell in love with it and at that moment she knew that she had finally chosen the right career path for her.

Still enrolled in this degree program she is learning how to become more confident with using the programs Photoshop, Illustrator, After Effects, Premier, and even Dreamweaver.

She is planning on graduating with her Computer Arts degree in the Spring of 2018.

◆ Overview

To design a personal identity branding system for Kaitlin's Kreation's that can be used for all marketing materials, to include her business website, social media pages, business cards, and email signature. This branding auxiliary will be used to market herself as an independent designer to local and nonlocal, small and big business, and non-profit organizations across the globe. As well as to potential employers.

◆ Drivers

- Obtain a fulltime multi-media designer position for an established company.
- Create and compose a vying graphic design portfolio
- Begin a masters-level degree program in either multi-media design or kinetic imaging.

◆ Audience

The primary target audience for this design client will include:

- Professional organizations with marketing departments
- Advertisement agencies
- Followers on her Instagram page
- Independent bands who need album art
- Authors who need cover art
- Gaming companies

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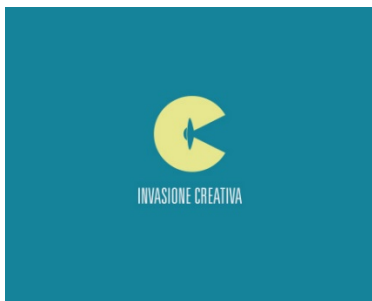
The secondary market will include:

- Small businesses with a need for marketing materials
- Newspapers who need illustrations
- Nonprofit organizations
- Individuals wanting personal commissions

◆ Competitors

Competitors would be individuals who are in the same field. As well as the students who graduating in her class.

Competitor designer logos:



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◆ Style:

Her creative design technique tends to be loud, vibrant, imaginative, colorful yet clean, cut and professional looking. She enjoys bold shapes and colors with subtle typography

◆ Limitations

As a student, this newcomer designer has limited professional design experience in the field. She is still learning how to use the Adobe Creative suite to its full capacity and thus she is limited in her design capabilities. The more familiar she becomes with the programs, the riper her capabilities will be.

◆ Message

To emulate an image that professional yet vibrant, colorful, and imaginative. This design will tell companies that she is well organized and detail-oriented with a full understanding of the use of color. It will also let companies know how flexible she is with different design methods.

◆ Visuals:

The original design will be created in black and white. But later on there will be the addition of color to emphasize the message. Even though color can limit the design and black is considered professional and timeless it doesn't reflect the artist to its full capacity.