

Creative Brief

Carrie Kelley Designs Personal Identity Branding System

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Market Research, Creative Brief, Symbol, Slogan - Logo

Background

Carrie Kelley Designs is a multimedia design business located in Williamsburg, Virginia. This local, independent designer offers graphic design, motion graphics and videography services to small business in the greater Hampton Roads area.

As a girl with a love for art and design, her professional experience and college education has revolved around the marketing industry. She has managed campaigns for many different industries, through multiple types of media. Creative development and market research are tasks that she specializes in.

As a newspaper Advertising Executive, she took the time to familiarize herself with each client's line of work, their target audience and their expectations for their marketing dollars. She then used this information to create profitable and effective advertising campaigns for their companies.

Her undergraduate studies focused on Advertising and Public Relations in the school of Mass Communications at the University of Tennessee and Middle Tennessee State University. She took specific courses in copywriting, public relations and creative media strategies.

Currently, she is enrolled in a Multimedia Design Professional Certificate program at Thomas Nelson Community College in an effort to refocus her skillset towards the arts and enhance her design skillset in creative industry software systems. The classes in this program focus on traditional and emerging techniques of design of information graphics, typography, video production, and motion graphics.

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For the last seven years, she has committed herself to public service as a volunteer with the Girl Scouts of America, Parent Teachers Association and National Multiple Sclerosis Society. She has served as an executive committee chair for a number of these organizations' local chapters creating event and marketing collateral for various occasions that support these organizations. She has always been committed to service of others and will bring this commitment to any organization that she represents.

Overview

To design a personal identity branding system for Carrie Kelley Designs that can be used for all marketing materials, to include her business website, social networking pages, business cards, and email signature. This branding collateral will be used to market herself to potential employers and as an independent designer to local, small business and non-profit organizations in the Hampton Roads area.

Drivers

- Obtain a fulltime media designer position for an established local organization in the Hampton Roads area
- Compile a competitive graphic design portfolio
- Begin a masters-level degree program in media design

Audience

The primary target audience for this design client will include:

- Professional organizations with internal marketing departments
- Located in the Hampton Roads, Virginia metropolitan area
- Advertising agencies with internal typography departments

The secondary market will include:

- Small businesses with a need for marketing materials.
- Nonprofit organizations

Competitors

Competitive designer logos:

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Style

Her creative design style tends to be clean, organized, modern and professional. She enjoys typography, uses lots of round shapes and is good at iconic imagery.

Limitations

As a student, this novice designer has limited professional design experience. She is still learning the Adobe Creative suite and therefore limited in her design capabilities. The more experience gained, the better her abilities will become.

Message

To reflect an image that is professional, creative, updated and successful. This design must tell companies that I am detail-oriented and able to create designs that reflect timeless branding capabilities.

Visuals

This original design will be created in black and white. I don't want to limit usability or definition with color. Black is always professional and timeless in design.