

SOPHIE LANCIONE CREATIVE BRIEF

CLIENT

Sophie Lancione Photography and Design

PROJECT

Personal Identity Branding System

CREATIVE TEAM

Sophie Lancione

FINAL DEADLINE

December 10, 2019

MILESTONES

Creative Brief 2019	November	14,
Symbol and Logo Design 2019	December	10,

BACKGROUND

Sophie Lancione is a Virginia based photographer and graphic designer. With an education rooted in graphic and media design, Sophie is passionate about telling people's stories through her photography. She finds inspiration for her work in fashion, music, and films. Sophie has a strong appreciation for how photography and type interact – both in print work and digital publications. This is evident in her work by the unique balance she creates between striking photos and strong graphics.

Sophie is currently enrolled in a Graphic and Media Design program at Thomas Nelson Community College. Following graduation, she plans to transfer to a four-year college to complete a bachelor's degree in photography. Possible job opportunities for the following years include in-house photographer at an e-commerce studio, photographer at a fashion magazine publication, and freelance photographer and graphic designer.

OVERVIEW

At the end of this project, Sophie Lancione will have a symbol and logo design to be used on her website, resume, portfolio, and all other personal branding materials. These designs will be used as part of her applications to colleges as well as to market herself to potential employers.

DRIVERS

With this project, Sophie Lancione hopes to develop a recognizable brand that will help market herself. Constructing a clear brand identity will also serve to help focus her work to build a more curated portfolio.

AUDIENCE

The primary audience for Sophie Lancione's personal identity branding system is college admission boards. With plans to apply at Virginia Commonwealth University and the Fashion Institute of Technology, these designs and subsequent resume and portfolio will be catered to their application requirements and standards.

In future years, these symbol and logo designs may also be seen by potential employers such as: small businesses in need of photographs and marketing materials, individuals in need of portraits, as well as design agencies, studios, and magazine publications in search of photographers and graphic designers.

While Sophie plans to reach her target audiences through online applications, most of her visibility will come from maintaining a strong social media presence that represents her work and brand.

COMPETITORS

	<p>Lindsey Lyons Photography Wedding and Portrait Photographer Williamsburg, VA</p>
	<p>Sara Harris Photography Photographer, Editor for The Scout Guide Williamsburg, VA</p>
	<p>Ashley Cox Fine Art Wedding and Lifestyle Photographer Charlottesville, VA</p>



Designers at Howell Creative Group
Williamsburg, VA



Designers at Red Orange Studio
Richmond, VA

Competitors include local photographers and designers, as well as fellow classmates.

STRENGTHS AND WEAKNESSES

Sophie is well versed in Adobe Creative Suite; specializing in Photoshop, Illustrator, InDesign, and Lightroom. She is able to offer her clients both photography and graphic design services. Some of her strengths include organization, work-ethic, and a strong eye for design. Because of the length of her career, however, Sophie will initially lack the experience and industry connections that other competitor photographers and designers may have.

TONE

Sophie's work features a range of styles depending on the client and project. Specializing in portrait, fashion, and street photography, her photographs are often gritty and raw. She seeks a balance between authenticity and fiction in her subject matter. Though shot digitally, she finds inspiration for her editing style in vintage film. Sophie's design work leans toward a more modern and commercial style. Heavily influenced by Bauhaus style, her designs have a clean minimalist style featuring sans-serif fonts and limited color palettes. This personal identity branding system should reflect the balance and connection Sophie finds between gritty and raw photographs and modern and clean design.

MESSAGE

The message of this personal identity branding system should embody Sophie Lancione's work as a photographer and designer. The symbol and logo designs should evoke both professionalism and creativity. They should reflect the style of Sophie's work as well as a level of versatility.

VISUALS

The visuals developed for this project will include symbol and logo designs. These designs should be edgy, modern, and reflect the overall style and tone of Sophie Lancione's work.

DETAILS

All project deliverables – along with their deadlines – are outlined under Milestones. Sophie Lancione Photography and Design will have full legal rights and life-time access to the designs delivered from this project.

PEOPLE

Updates on progress will be sent directly to Sophie Lancione as needed via email. Approval on work will be sent from Sophie Lancione as milestones are met.

CONTACT INFORMATION

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