

PROJECT 01 BRANDING DESIGN



DESIGN BRIEF

PURPOSE

The purpose of the design is to promote student design show hosted by CSUF and the Graphic Design Club. Students from all majors are invited to participate in the design show, to submit their work and to attend the show.

AUDIENCE

The audience are CSUF students, participants and viewers, faculty, and anyone who has interest in student design show.

MESSAGE

The message that has to be delivered is that anyone can design! This Design Show is the chance to show your creative side.

CONTEXT

The context of this event will be displayed in two locations, CSUF West Gallery and The Gallery of Orange Circle. There will be fliers. It'll be shown on smartphones as well as on bigger electronic devices (computer, tablets, tv screen)

VOICE

The voice of the branding for the Design Show should be Innovative, youthful, modern, engaging.

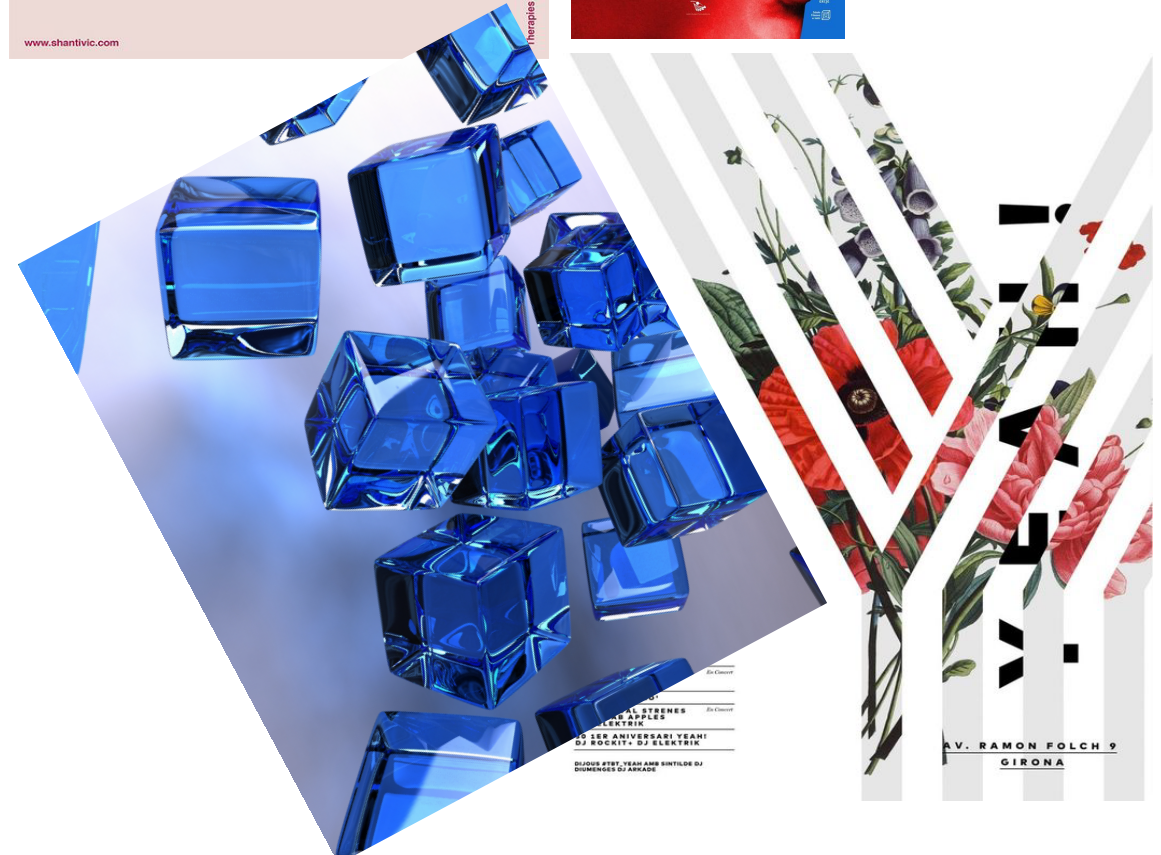
DESIRED RESPONSE

The desired response is to engage students from all majors to submit their work and to invite viewers to attend Design Show.

KEYWORDS:

Engagement, Community, Innovation, Experience, Creativity.

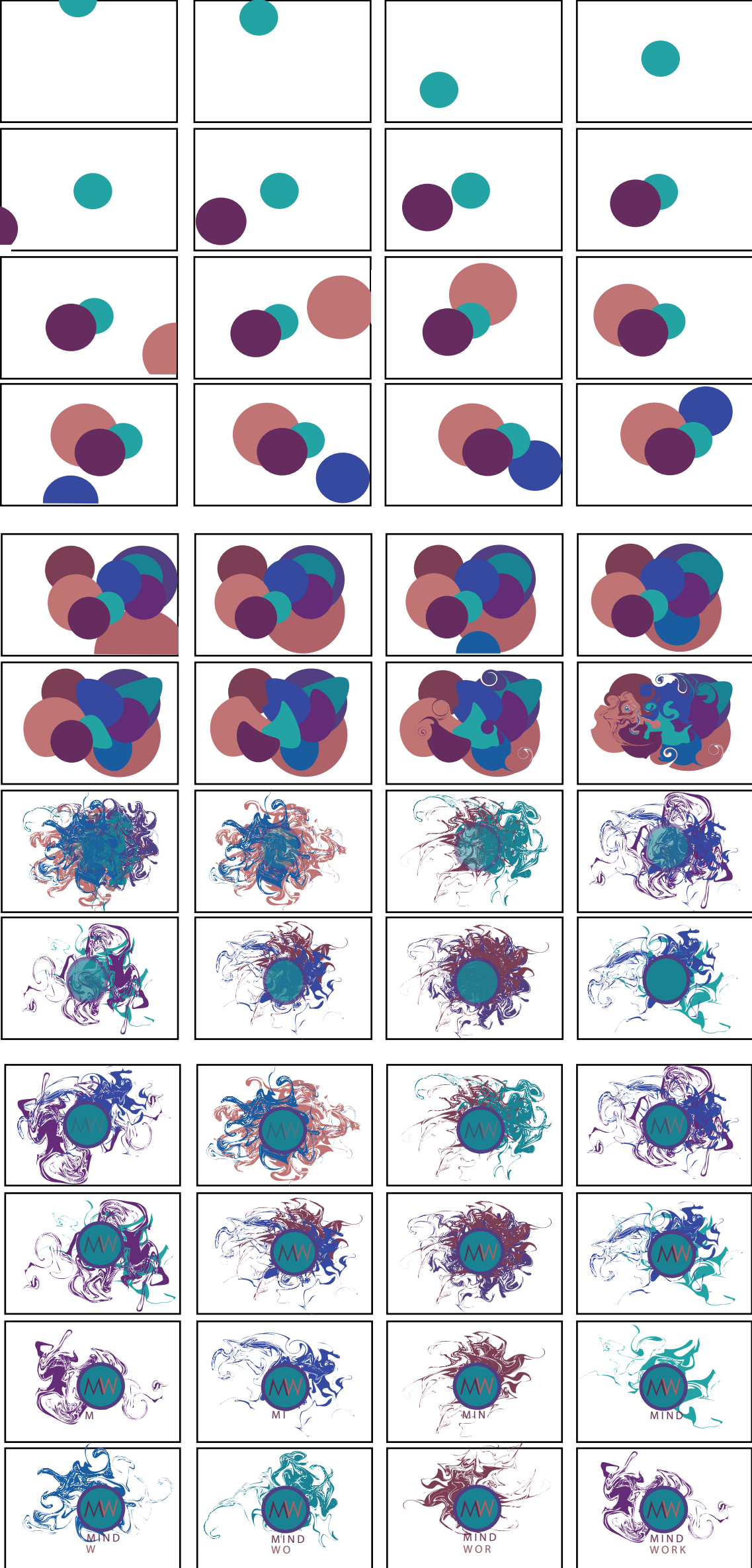
MOOD BOARD



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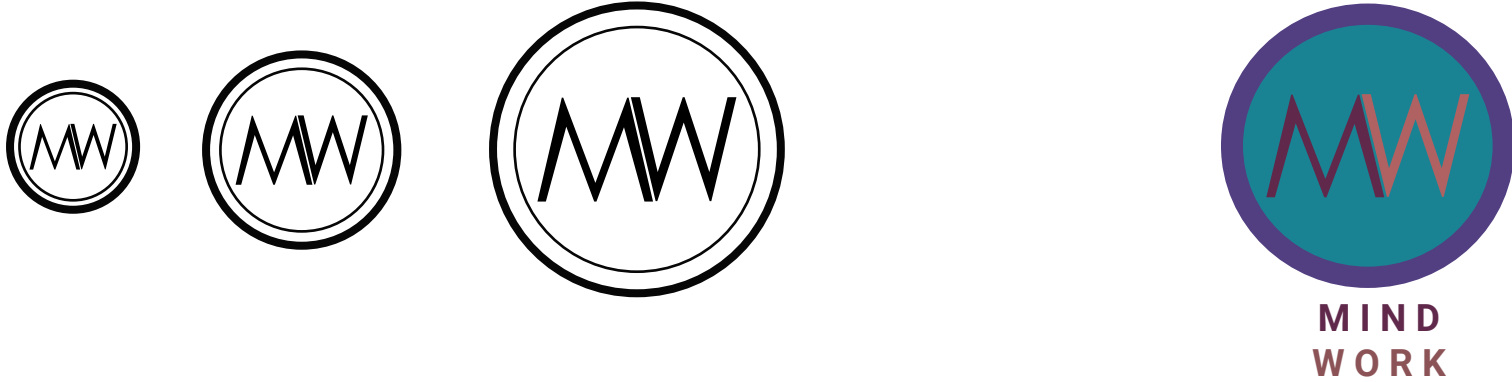


STORYBOARD

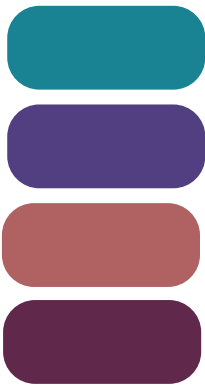




LOGO IDEA



COLOR



TYPOGRAPHY

Roboto, Bold, 14pt

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

SOCIAL MEDIA

