

New Age Graphics



INTRO

*The **key** to your next adventure*

Brief Synopsis

TO INTRODUCE BILLY BLUE'S GRADUATES TO THE INDUSTRY

Outline

- Logo refinement based on feedback
- In-situ examples
- Create a strong & flexible visual identity

Objectives

- To design a complete visual identity for INTRO Billy Blue Exhibition 2022
- To provide networking chances for graduates, postgraduates, and industry creatives.

Deliverables

- Brand identity
- Style Guide
- Posters
- Social Media Tiles
- Website refresh
- In-situ examples

DESIGN JOURNEY AND EVALUATION PROCESS

UNDERSTANDING AND ANYALISIS

- Understanding key concept, brief reversal, and planning.
- Opportunity to ask questions and gain clarity on any possible ideas or how the project work and or how we should undertake it.
- Working on having client meetings.

AUDIENCE AND MARKET RESEARCH

- Target market research, interviewing students and industry, and getting important feedback
- Using primary and secondary research
- Determining the most valuable information and understanding what makes it the most valuable.

BRAINSTORMING

- A compilation of mind maps, mood boards and summary of the audience findings.
- Development of core concept and designs of logo and slogan.
- Allowed for initial thoughts and ideas, potential avenues of exploration into the next phase of project.

IDEATION AND DEVELOPMENT

- Collection of ideas and all thoughts between the team based on findings and research.
- Balancing between client needs and outcomes.
- Listening to feedback then applying it to core concept and ideas.

DELIVERY

- Finishing off ideas and applying feedback to wherever needed.
- Undertaking criticism.
- Learning from mistakes.
- Finalising assessment and finishing.

FEEDBACK

ASSESSMENT 1



- **Warm and welcoming** introduction to your team
- Professionally outlined industry competition
- Great overview of **Billy Blue Creative**
- Your team is on a great track with developing your personas and will look to these to help you develop your concept for INTRO 2022.
- Please bring **creative brainstorming** that will assist you in the development of your INTRO 2022 concept that will lead to your logo. **Please review your research presentation/surveys** for keywords that you can create a mind map with



- When creating your concept for INTRO 2022 always come back and **ask yourselves** 'what would Andy and Sally think of the concept we are creating/what we are trying to communicate?'.
Please ensure to add **visuals** that accompany each competitor

ASSESSMENT 2



- For assessment 3 work on **developing 2 ideas for your logo** - 1. the keyhole -a keyhole awaits and 2. the key integrated into the word somehow...INTRO 'the key to the next great thing' - let's work on that as I think it is a sensational tagline.
- All I want to commend your **enthusiasm** and passion for this project.



- Please work on what **messaging (copy)** and final images you want to be on the posters, instagram tiles, on campus posters/signage, landing page etc. - all your deliverables :) ensure the copy and imagery lend themselves to inspiring, inviting and educating students and industry on what **INTRO is all about.**



INTRO

Billy Blue Exhibiton 2022

FINAL LOGO

This is our final logo that we have created. It ties in with our idea of wonderland and entering the keyhole to a new adventure. INTRO is the entrance, and it communicates how INTRO leads to new possibilities.



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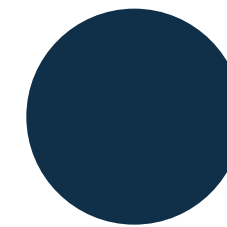
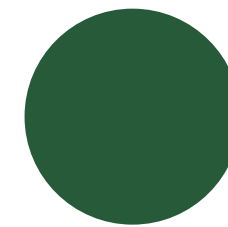
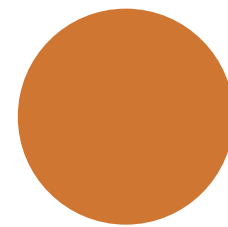
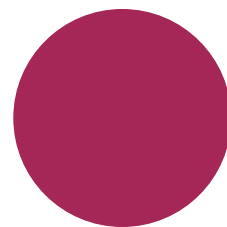
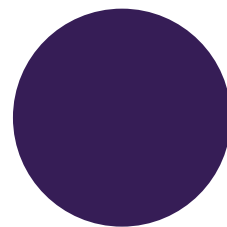
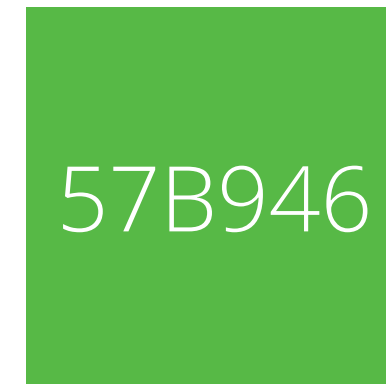
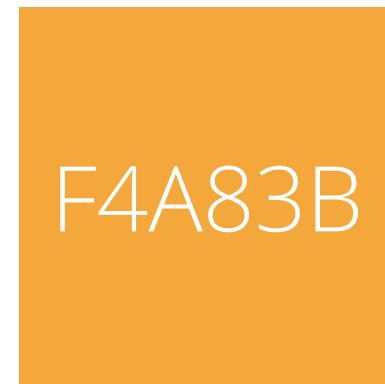
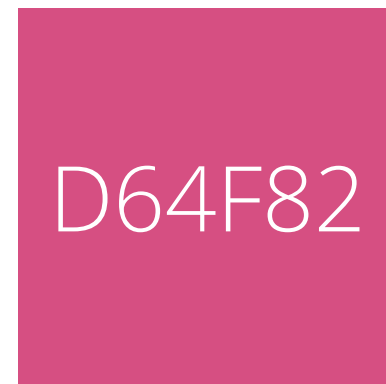
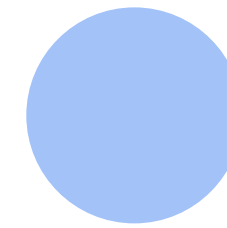
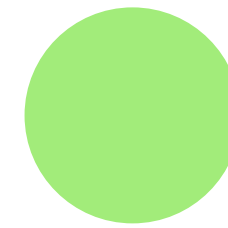
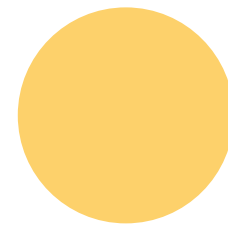
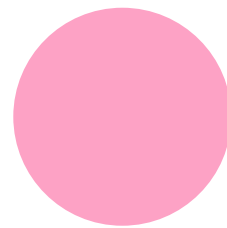
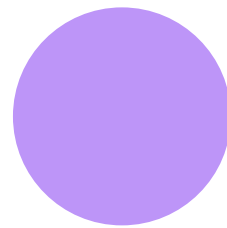


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COLOUR SCHEME

Our final colour palette is eye-catching and vibrant. All of our colours compliment one other



TYPEFACES

Aa

PEACE SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#&

Aa

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#&

LANDING PAGE REFRESH



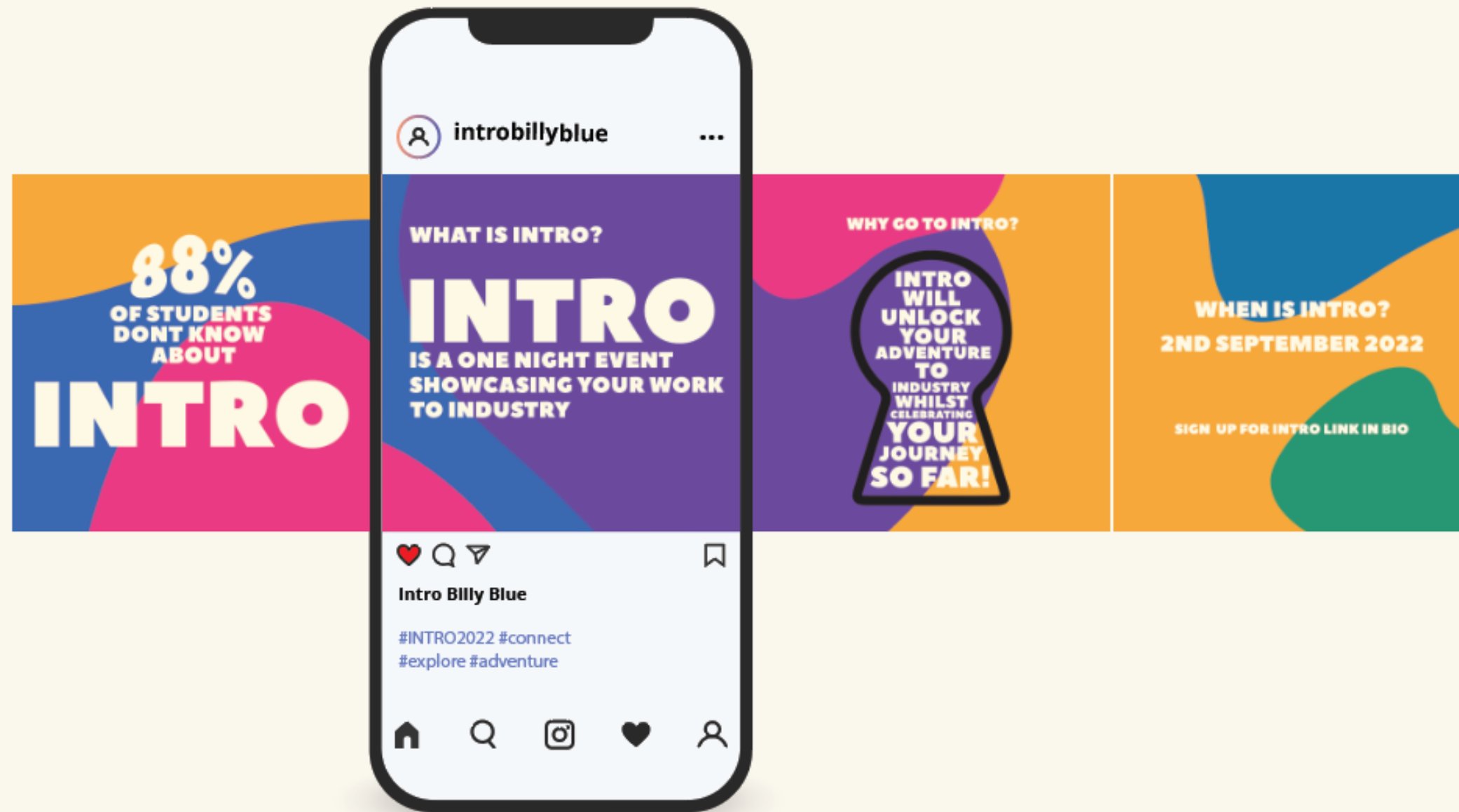
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CONCEPT ANIMATION



https://www.youtube.com/watch?v=Znc-17GTrCk&ab_channel=LexiLossy

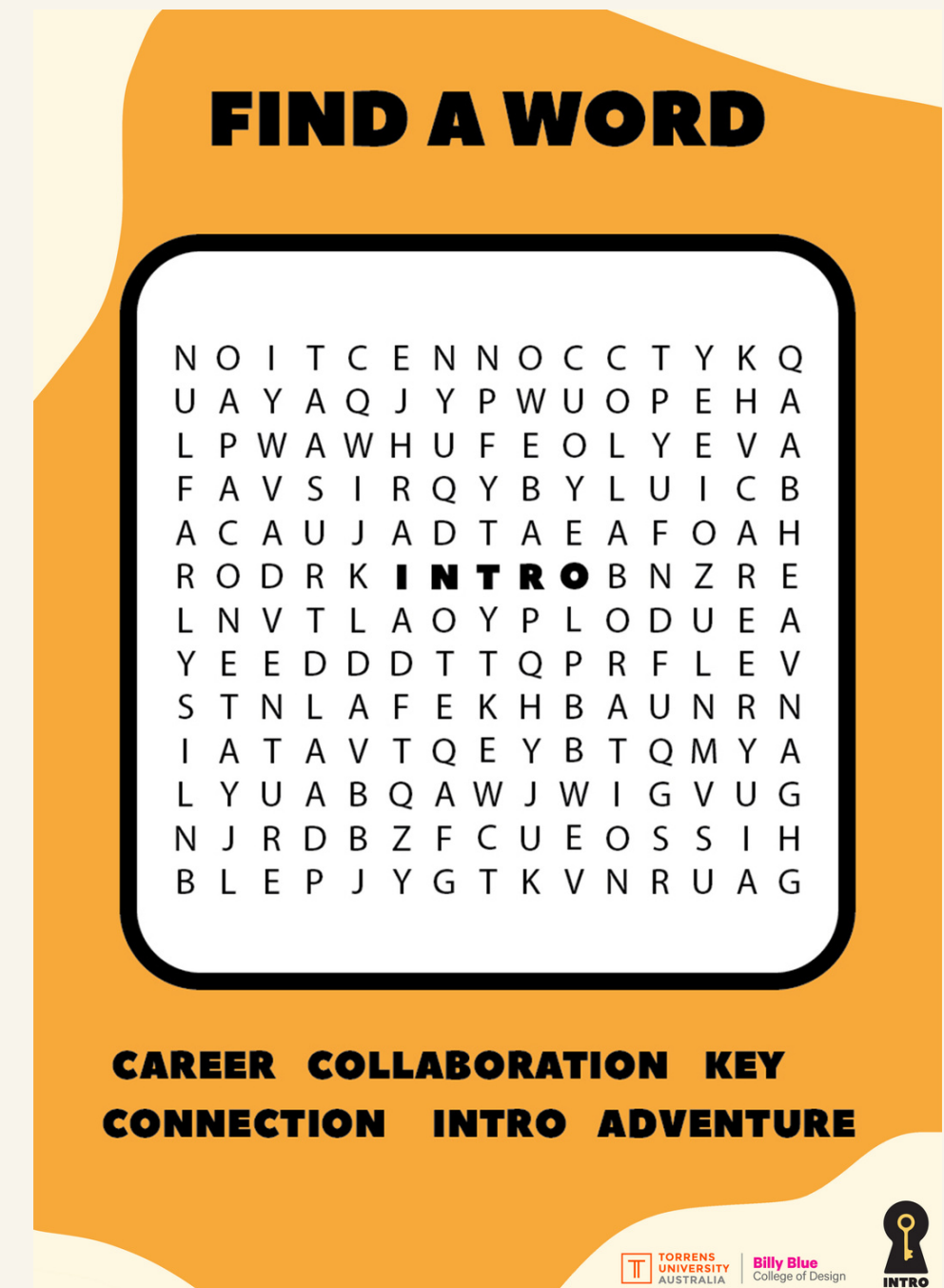
SOCIAL MEDIA



**SUBMISSIONS
OPEN NOW!**



POSTERS



IN SITU EXAMPLES



INVITES



AWARDS

- A reward for the most popular project from each stream, as well as a day in the studio or new tech for each winner (based off research).
- Incentives for students to submit.



ANALYSIS AND RATIONAL

In conclusion to the requirements and final design process I believe our team has met the demands of the brief.

To justify our creative direction I will start by saying we chose this concept to highlight to both students and industry the journey that awaits them after they have finished their time at university. This concept has so much depth to it and can open up a new world to students who may feel insecure, curious or even excited in the way that INTRO can become and feel for many.

Our concept is bold, catchy, colourful and creative and through the use of imagery and typography we feel like we have been able to capture the eyes of students and even adults.

Our creative process as outlined in the previous slide included

- Understanding and analysis
- Audience and market research
- Brainstorming
- Ideation and development
- Delivery

Our feedback was mainly positive and helped us along the way to move forward and gauge what our final concept would ultimately turn out to be.

Our deliverables helped address the brief as they provided more insight into our concept and overall helped the audience and clients understand our idea more.