



LOCAL BUSINESS REDESIGN

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What is my project and why am I doing this?

My project will be a redesign of a business local to my area:
The Peggy tub social club.

I will be redoing their logo and creating a promotional video so they can improve their popularity and attract for bar science.

My reason for this is because the redesign can help promote the business. This is a project that I am willing to do because they have helped me with my confidence and anxiety with people over the years.

What are my aims and objectives and who is my target audience?

My aim is to create something that attracts the older generation between 30 – 80 year old to the club because that's the generation that are most associated with the working men's club.

To achieve my aims I am going to research bar science in regards to the colour scheme and what attracts people in this aged range look at other working men's clubs in the area to see how they advertise and promote their business.

Resource list

Pencil

Paper

Macs

Camera

Illustrator

Premiere
pro

- I will be collaborating with the local business by asking the owner of the working mans club what she thinks would improve on the logo and asking the customers what they think would help with the growth of the club. Doing this will give me perspective from the workers side and the customers point of view. And this will give me a base idea on what the ideal logo would be.

Collaborations and research

Context

- My project links in with the media industry because this shows my skills with branding and rebranding shows how I can engage within the local community. It also shows how I can use different cinematic shots to make an appealing promotional video.
- It also shows my process of communicating alternate logos and shows my creative vision for different brands.

Some problems I could encounter is the software crashes if this happens I have a back-up software called sketchbook which is like a photoshop/illustrator app.



Might not have a clear choice between the logos so by working with the owner and regulars, and outsiders (someone that has never been to a working men's club).

Problem solving

Health and safety

I will have to get a form of confidentiality signed by everyone that I ask for confirmation to use their names in my project.

I will have to get a form signed by the owner just to confirm that I can use the company logo for college and to say if they want to use the redesign brand they can which I will also be signing.

I will have to be careful as some of the regulars might get offended by me suggesting change or how to improve the club.

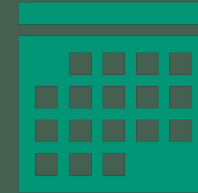
Planning



I will have a daily review on my work which I will use in a weekly evaluation of what I have done and how I have reached my goals.



I will use my weekly evaluation to write my overall evaluation and how my project went and what I could improve on.



There will be a weekly schedule with the deadlines that I will be doing which will be in my evaluation.

Practical skills

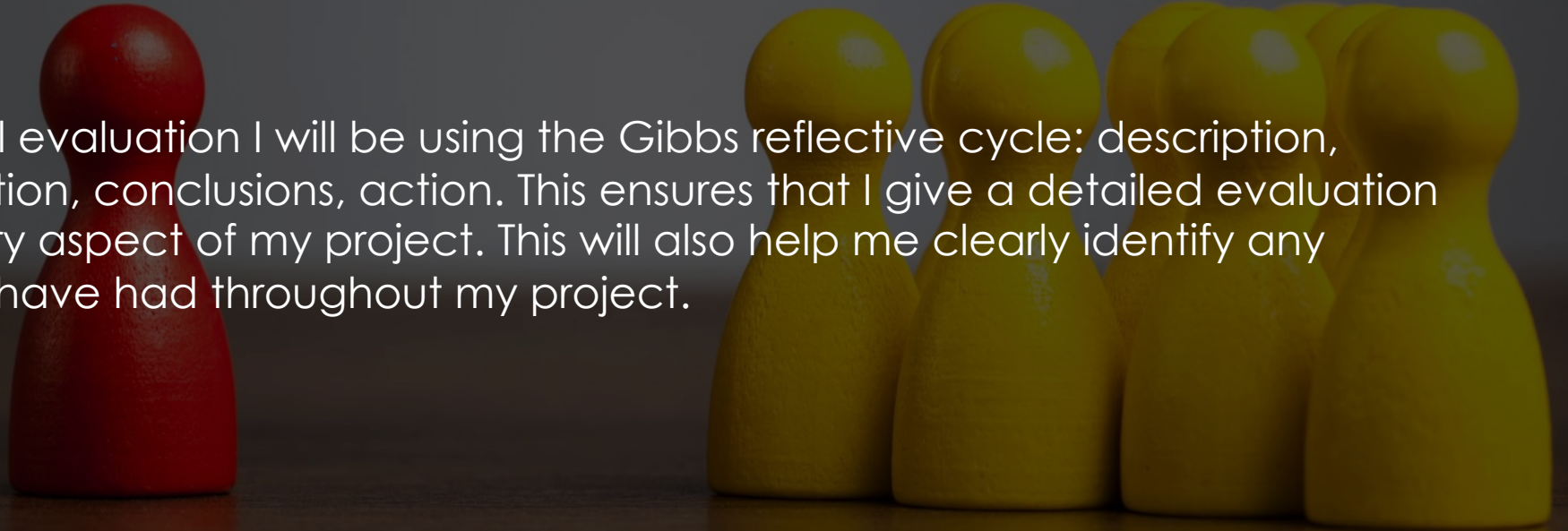
- I will need to show my artistic skills when quick designing the logo's before going into the software
- I will need demonstrate professional communication skills since I will be engaging with local businesses.
- I will need to show my digital technological skills since I will be working with adobe software

- My final project will be presented in the local business as their logo if the business chooses to use that logo.
- The promotional video will be posted on Facebook which is the main promotional tool the business uses. i will have to promote my project to the owner and a few regulars of the local business to see if they approve and see if anything I can change this will be the first edit during pre-production. This will give me feedback from the locals and owner of the club. It will show that I'm listening to the client.

Presentation and Promotion

Evaluation and Reflection

- I will be doing a weekly reflection with daily evaluations which will help me with my overall evaluation to see where improvements can be made and what worked well for me.
- To do my overall evaluation I will be using the Gibbs reflective cycle: description, feelings, evaluation, conclusions, action. This ensures that I give a detailed evaluation and covers every aspect of my project. This will also help me clearly identify any problems i may have had throughout my project.



**Thank you for listening
to my pitch**