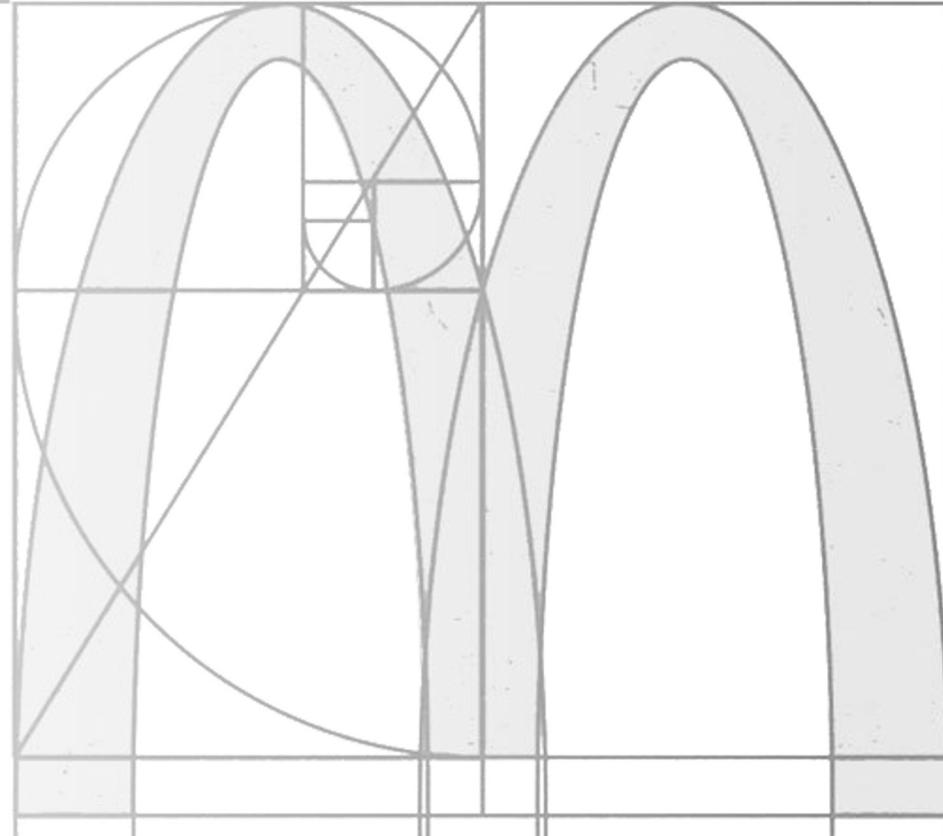




Branding

First Idea



Outline

My first idea is to create a brand for a select business, taking their original brand into consideration to preserve their image to already existing clients. Communication & presentation skills will be important, helping me move forward whilst confidently expressing my thoughts & ideas.

Task 1

As an introduction to the project, I will begin to list a series of skillsets that are relevant to the act of branding. For my pre-production task I will need to conduct research with the appropriate Harvard format. Research includes: colour, geometry, typography & connotation. These will be taken into careful consideration throughout the next task, production.

Task 2

Production will showcase my production abilities in organization, time management, communication & graphic design through a weekly reflective journal & a general production journal. All drafts & unused content will be described in order to give context to my thoughts & actions, drawing connections between each step in the production process.

Task 3

The final task will present a showcase of all my production work via Behance. I use Behance as my portfolio so this will give me the benefit of having one more project on my profile. Further benefitting me in the future. Following this will come an evaluation & viva voce, where I will be able to reflect on my project through the feedback of others or my own personal thoughts.

Problems

Some cons of this project could be that the director requests unexpected work which may not fit into the expected timeframe or that my production work doesn't meet the standards of the business. In this case - I may have to resort to using the brand from a conceptual point. As for timeframes, I will always try to keep the director informed of my project's progress. This will ensure everyone is on the same page.

Benefits

From this project, I will also gain an immense variety of experience & assets... from client communication skills, presentation skills, portfolio materials & maybe even a possible voluntary job for further experience.

Short Film

Second Idea



Outline

My second idea is to create a short film. I may have knowledge & experience within photography, but cinematography is working with frames-per-second, motion, consistent colour-grading, framing & lighting. All of which are quite difficult to get right & the equipment can be very hard to move around. The one thing I think I could excel at would be the production of the poster.

Task 1

For an introduction, I will have to make a mindmap referencing the possible requirements of my film. I will need actors to play the roles of my film's characters & even additional support to help handle the equipment on set. Time management would have to be kept to an absolute T, as everyone would have to come together at specific times to film specific parts.

Task 2

My pre-production task should show an understanding of storytelling, the necessary equipment & techniques commonly found in the realm of film production. I will have to produce a script along with a timetable, directing each & every scene.

Task 3

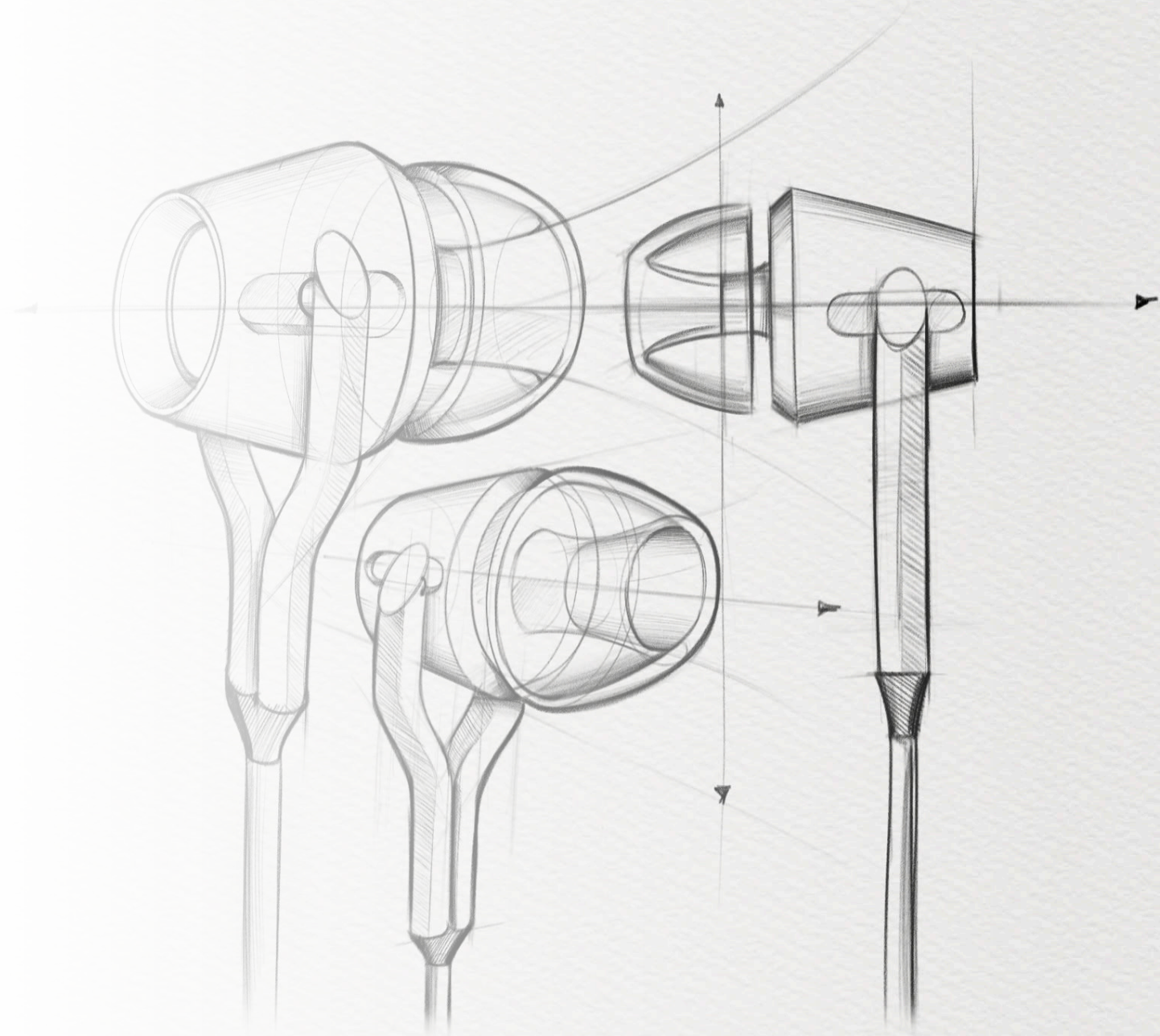
Production will journal all of my production work, including some behind-the-scenes photos & videos of each set. A video-log may be created to capture each & everyone's ideas & thoughts on the project after each scene.

Evaluation

Evaluation will be the exact same as my previous idea's briefing, only this time my showcase will be presented via YouTube..

Product Design

Third Idea



Outline

My third idea is to create a conceptual product, also known as an act of product design. I feel like my varied knowledge with using Blender will help me bring my concept to life via the use of a render engine called Cycles. Capable of calculating, simulating & visualising realistic lighting scenarios, accompanied by a small collection of physical simulations – making a perfect playground to create whatever sort of 3D realistic imagery you could ever imagine.

Experience

I did product design as a subject in school, although we only ever worked with wood – it gave me some insight into the important aspects of product design through the theories of ergonomics, materials, fixings, tools, machinery, safety & electronical circuitries.

Goal

I could improve on an already existing designs. An example of this could be the coat hanger, they've existed for years but yet people are always trying to come up with new versions of the coat hanger to make hanging certain clothes even easier!

Limitations

Once we have an idea, we can then start to think of the limitations of our design and what materials we should use. Limitations often come into play with size, a product that is smaller can often be quite rugged when the right materials are used. A large product that is made of plastic could be broken easily as there is more chance of the product bending or snapping. These are all things product designers constantly think about and test.

Ergonomics

Another aspect is ergonomics, which is applied research of the average person's relevant properties such as height, weight, width, etc. Ergonomics is important to ensure the user's comfort & accessibility whilst using the product.

Tasks

The task scheme for this idea should follow the same principals as other two, Production & Evaluation.

Thank You.