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project definition

My project will be creating a corporate identity for an imaginary shoe brand; including the logo, business card, letterhead paper, envelope, poster, website and isometric modeling of both the product and the vending machine in which it will be sold.

conceptual description

For my project, I thought of designing a corporate identity for an imaginary brand and considering every detail, would be a challenge. Since I will design a corporate identity for a brand which does not exist, there is no previous information about the soul, the character and the behavior of the brand. While creating the corporate identity for a shoe brand which will be sold in vending machines, I will also consider the appeal of the brand and the target audience.

objectives & goals

-Consider and understand the possible ways of marketing for a shoe brand which will be sold in vending machines.

-Decide on the name and the visual representation of the brand, depending on the soul, character and the attitude it will embrace; also keeping in mind the target audience.

-Make sure every piece of the corporate identity communicates the same message and there is a consistency overall.

-Introduce the brand to the target audience on it's website, explaining the history behind. Also, show-case the products, the package designs and the vending machine design.

target audience & user

The target audience for this imaginary shoe brand -which will be sold in vending machines- is both men and women who are in urgent need of a shoe replacement while running daily errands or just want to enjoy a design item at a low cost. There isn't a limitation on the age interval, such as the brand T-box does not; whomever can relate themselves to the practical, witty and teasing stance of the brand will be within the target audience.

background information

I was influenced by the various products which are sold in vending-machines in Japan. In Japan, products ranging from hamburgers to female underwear are available in vending-machines and these machines are positioned in critical locations to aid the customers in their time of need. I was appealed by this kind of self-service and thought this kind of user-friendly service points could be set up and enhanced by the thrill of the chance factor (which will be provided by a type of package design which conceals the product within) to make it more appealing for the target audience.

Everyday, more and more guerilla marketing projects are emerging. Each brand is coming up with more aggressive marketing strategies to reach their target audience with more appealing products which are enhanced by multiple links to various ideas, emotions and attributes. Some marketing campaign go viral over the internet and as more and more people create tributes for that specific advertisement, the

constructed accordingly. The corporate identity of the brand should mimic fast-food culture in textile, provide an alternative to the existing system and communicate efficiency and practicality. The ultimate purpose for the shoes that I will be designing is; to make the customer feel comfortable to wear it to a club, easily hop on-off public transportation, change into them while driving the car, slip one on and go shopping, secure their feet with comfort on long distance traveling and provide an alternative to the shoe that you left the house with in the morning.

The shoes which are to be sold in vending-machines have to be designed in a foldable manner in order to reduce the size of the package and easily fit the products Designing the shoes in a foldable manner in order to reduce the size of the package, to easily fit them in the rows within the vending-machine. Also, there has to be two different types of packages: one for those who would like to see what they are purchasing, another for those who enjoy the suspense of purchasing a shoe randomly. The package designs for the random purchases will not reveal the color or the random illustration printed on the shoe; however, in this case I will have to consider the illustrations printed on the shoes carefully for they have to be appealing for both men and women.

During the work in progress phase, I will use vector based programs to create the corporate identity, I will use Illustrator to model the shoe, package design and the vending-machine design and Flash and Flash Catalyst to shape up the website for the brand. My gain out of this project will be to expand my skills in graphic design discipline, while developing myself in fashion design, industrial design and learning coding languages

A similar project to mine is the brand Rollasole, originated in the UK initially aiming for the women who enjoy nightlife and enjoy club hopping in high-heels and occasionally need flat shoes for their sore feet on location.

awareness of the brand grows. Once the awareness of the brand has grown and the brand is associated with positive attributes, the only step left to succeed is to become available to the customer and supply the demand. However, at that point several problems emerge; when it comes to the selling phase, one has to consider many things such as the location of the shop, interior design of the shop, outfits and skills of the sellers (middle man), the music that will play within the shop etc. As one might guess, no matter how successful the advertisement campaign has been, things should work out smoothly at the purchase points. Therefore, keeping the vending machine examples in Japan in mind, I have decided to eliminate the shopping stores and middle men and create a shoe brand which will be sold in vending machines instead. The goal of this project is to capture the spirit of the era, by becoming available to masses both in terms of price and location.

Breaking free out of the traditional purchase points of a footwear and becoming available to the target audience in critical locations is the essential point of creating a shoe brand which will be sold in vending-machines. Similar to the products that are sold in vending-machines in Japan, it is vital to take a closer look at the daily lives of the target audience and observe what kinds of needs emerge in which kinds of places and situations.

Once the suitable locations for the vending-machines are determined, the attitude of the brand should be given thought and the corporate identity should be

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scope of the project

my project will include:
- concept design for the brand
- finding a name for the brand
- designing the logo, business card, letterhead paper, envelope, shoe illustration, package, vending machine illustration, poster and website

my project will not include:
- manufacturing the product or constructing the vending-machine

required know-how and resources

Softwares needed to complete this project are:
- Illustrator CS5 (to create the corporate identity)
- Photoshop CS5 (to modify graphics, if necessary)
- Flash CS5 (to code the website)
- Dreamweaver CS5 (to make some arrangements within the code of the website)

Hardwares needed to complete this project are:
- Wacom tablet (to create and develop the graphics of the project, if necessary)

detailed project description

For my project, I will begin by following a detailed analysis of my target audience. Once I have all the information I need about my target audience, such as; their gender, age range, monthly salary, preferred lifestyle and the cities they live in; I will begin to construct the concept of my imaginary brand. First of all, I have to consider the attitude and stance of the brand; and think about the language it will use accordingly. Along with the attitude, I will start thinking about the name of the brand, the logo, supporting design elements and color scheme. Later on, when the name of the brand is decided upon and the logo and the color scheme is ready to work upon, I will start constructing the corporate identity. I will design the logo, business card, letterhead paper, envelope, shoe illustration, package, vending-machine illustration, poster and website for the brand. I will have to work in a systematic way, for the shoe and vending machine illustrations will be used in other parts of the corporate identity design, such as posters and the website.

difficulties & risks

During the work in progress period of this project, I am expecting to face several difficulties; perhaps the main difficulty being having to use Flash CS5 further than my existing knowledge. I will need to watch tutorials and search in blogs.

Once all of the project is completed, I will face problems during the printing phase since the outcome may not match with my original color codes, depending on the calibration and the ink levels at the printing store.

I will need to address every single detail with equal amount of care from the very beginning when I will be developing the concept of the brand, deciding upon the name of the brand, designing the logo etc.

is the product. After illustrating the shoe, I will decide upon the color scheme of the shoes which will take place in the catalog. Also, I will illustrate the way the shoe will be folded to fit within the vending machine.

- When the illustration of the shoe is complete, I will design the package of the shoe, considering the amount of space it will take inside the vending machine, how to display the shoe, the information that will be conveyed through the package and what kind of a package design will be practical for this kind of product and selling point.

- After illustrating the package, I will illustrate a sample of the vending machine and place the packages within the machines to display how it will look.

- At this point, I will have completed nearly all of the design elements, therefore I will have everything I need to design posters, I have to come up with a creative slogan and also a creative marketing idea to use on my posters.

- As my final step for my graduation project, I will design my website, carefully considering what is needed and what will make it interesting and playful. Once the design is complete, I will code it in Flash CS5.

criteria of success

- If this project is completed within the time limit

- If this project provides creative and consistent graphic design solutions which are interesting to look at

- If this project presents the product clearly and arouses curiosity within the target audience

phases of the project

- I will begin my project by developing the concept of the imaginary shoe brand that I will be designing the corporate identity of. Since the brand is imaginary and there's no previous information about the soul, the character and the behavior of the brand, this step is crucial.

- Then I will have to choose a name for my imaginary brand, first deciding whether it should be in English or in Turkish.

- Once I have chosen the name, I will start doing research and study to design the logo of the brand.

- After designing the logo, I will design business card, letterhead paper and envelope accordingly; being consistent in terms of fonts, color scheme and language, helping design elements etc.

- Then, I will move on to illustrating the shoe, which

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develop concept			■	■												
decide on name				■												
logo				■	■											
business card						■	■									
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shoe							■	■								
catalog								■								
package								■	■							
vending machine								■	■							
poster								■	■	■						
website										■	■	■				

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