

## Definition:

My project is creating a new brand about shelter and street animals to provide them a shelter and food. And the main point is this project is going to be non-profit project that means it is going to be like a social project.

## Goals and Objectives:

*My first goal* is helping shelters and streets animals, not directly with money, but with supplying food and shelter by using my brand.

*Secondly*, this issue about animals is tragic, so I want to use my brand in a pleasant way. Instead of emotional abuse I would like to do it in a different way that people also can be in an interaction maybe not directly but with game or other my brand things.

*Thirdly*, I want to be involved a social project during all my life especially about animals.

*Fourthly*, I want to create awareness of people about how people can help those animals and how can be a part of this project.

- Those things will effect my illustration and searching skills. I am using Internet more than before about this animal issues and I am learning lots of different information not just in Turkey, in all around the world. Now I am more aware of this social project.
- To increase people's awareness.

## Target Audience:

People who are interested in helping street and shelter animals.

## Background Information:

I am always interested in animals especially; dogs. Since my childhood I have a dog. I lost her two years ago and I felt like I lost someone in my family. At this point I decided to do something about dogs. I have another one today but it was not enough for me. At first time I did not know what am I do. I have just feed street animals around our neighborhood and made some basic shelters for them by myself. I started to search about street and shelter animals. I met couple of people who are working on this topic. I found a woman at Facebook and I started follow her and her projects. I have very deep feelings and human sentiments towards them. This course is a very profitable for me because it opens up my horizon and I convert it to a chance. In addition to this it

will be difficult for me to this process, this is my first gaming project. I will totally create a new World; all things will come of my imagination. But it is not just about gaming, I am planning to design my own brand; I thought it can be a pet shop, selling thing about animals or another shop about secondhand things and money come from there are going to directly street and shelter animals. So I have to design all things about this shop. This means I have to learn coding and at the same time I need to think about my brand design. This thought of create a new game and design part which I am willing to learn the process of creating a game (coding) and which I am already interested in makes me excited about coming up with the new ideas. And this project is not about my personal benefits; earning money by using it, my all point is about a social project, which helps stray animals. I am afraid of cannot finish it on deadline because it is a very long process and I am not sure that coding and designing brand at the same time. But, for just now it s my project but if I could not catch the time I would like to continue after my graduation. That is why I have been organized and decided my priorities. For this semester I want to finish all my researches and finished my sketches but I am not sure about coding for this semester, I cannot be able to be ready to code things by myself.

## Detailed Project Description:

This project will be based on shelter and street animals and creating awareness among people who are interested in it. It will be new a brand but non- profit to myself. My brand's first starting part is designing a shop and it's corporate identity; name, logo, shop design, the net site, a monthly magazine etc. So, we can say that it will be like a pet shops; selling bones, clothes, toys, foods. But it will also include some workshops all around Turkey. People create and enjoy at the same time; this brand volunteers will travel cities, meet people and built some concrete things such as shelter, food cape etc. In addition to this I want to design a 2d game application about shelter animals under the name of my brand. To conclude, all money coming from this brand transforms to shelter and food and they will go directly to shelters.

We can summarize my project like that;

- Shop
  - Workshops
  - Game App
- ➡ Money ➡ Shelter& Food

I found some *similar topics* and useful information about my project.

<http://www.petrescue.com.au>

<http://www.crazydogapps.com.au>

*Animal Aid Company*

## Scope Of the Project:

*What will be covered:*

- Researches about content
- Detailed information about project
- Brand; Corporate identity
- Shop design

*What will be not covered:*

## Required know-how and resources:

- I will use Adobe Programs: to create and design corporate identity, to design a shop.
- I will learn, develop my skills about using Adobe Programs; Illustrator, Photoshop, InDesign.

## Difficulties and Risks:

The most difficult part maybe the creation part of my brand; creating creative name and logo, and provide continuity in other part of identity items.

## Phases of the project:

- Finding subject.
- Searching information and finding similar projects.
- Gathering all researches together.
- Try to combine them connectedly.
- Thinking about concept of my brand.
- Make some sketches about my corporate identity.
- Designing website.
- Magazine and brochure.
- Finalize the project

## Criteria of Success:

By the end of this semester I will finish my sketches about corporate identity of my brand and other magazine (like small booklet) and brochure (about workshops). Than

at the beginning of the second semester I 'll plan to finish these things and I will start to my website. So the most important thing to be successful is provide continuity in my project.

## **References:**

- [haykodorg.wix.com](http://haykodorg.wix.com)
- European Commission
- [bgd.org.tr](http://bgd.org.tr)
- [shkd.org](http://shkd.org)