

Project Definition

Designing an identity with its product which is an unisex wristband reflecting user's zodiac sign group.

Goals & Objectives

Goals

- Create a different way of identifying personality & compatibility between people.
- Developing a mutual language between the people who are interested in this subject and of course create visuals that can be understood for everyone.
- Designing an attractive identity and an attractive wristband that could be wearable anytime, anywhere.
- Make people social and provide them to be noticed.

Objectives

- Modelling the wristband correctly and print it out
- Creating a website including the compatibility chart lead them to talk with the others according to their compatibility

Target Audience

The target audience of the product will be both women and men who are interested in, enjoys about this 'signs' subject.

Whoever;

_interested in signs

_shop online

_follow fashion of technology (a little bit geek)

_wants to be get noticed in concerts, festivals

will be within the target audience.

Background Informations

I'm a person who is extremely interested in signs, i'm reading books, always making researches about this issue. Thus, in this long period I've found to chance to look a lot of websites, applications etc.. As a result, I've realized that there is no well-designed app and website, even they are, they are extremely boring, not attractive. The first idea was to create a website or application consisting of the combination of the scattered informations. After that I thought that I will not create a 'new' thing and decided to replace it with designing a corporate identity with its product including 'signs'.

So the first idea about the product was that it will both reflect the user's zodiac sign and compatibility with others. However it could create a bias if users are not compatible astrologically. Thus, I replaced it with reflecting compatibility if users wonder also, only positive results will be shown.. I made a lot of research about this issue because I had a lot of problems of how to embed the materials into a wristband, how two wristband perceive eachother, how it will be charged, and how the user will enter his/her birthday on the wristband. That's way I was also designing the website and the whole identity, I decided to make it simpler in the directions of research I've made. What do I mean by that? Look at the Detailed Project Description part :)

Detailed Project Description

I will design a identity with its all details even including the real product. The major part of the company will be its website and the outcome product.

If you are interested in signs somewhat, you'd realize that there is no any product and well-designed website about it. I've decided to create a corporate identity including logo, letterhad, envelope, folder, website and the product. So how will be this product?

The product will be ordered after entering user's birthday online. We send the wristband according to his/her zodiac sign.

So what will the wristband look like?

The wristband will be modeled on 3d and all groups will look same however they have all different mechanisms appearing only when two wristbands touch. There will be 3 different symbol/enterance representing love, friendship, job. When yours will be touched to another one, your wristband will meet the other mechanisms and one or more parts will be shown according to the compatibility between other person. The mechanisms will look like key enterance, if the compatibility between you and the other users are good, so your wristband can enter one or more than one enterance.

The wristband will be modelled on 3d and i will set 3 different entrance representing love, friendship, job to the four wristband.

And the compatibility between them will be diferent of course, for example the compatibility between fire will be different than air group. According to this regulation love friendship and job compatibilities will interchange within 4 wristband. After completing the modelling properly, there will be printout of it and my project will be completed. however firstly, the design of the identity should be completed, according to the stance of design, i will make the design of the wristband.

Scope of the Project

My project will include:

_finding a name for the company

_designing the logo, business card, letterhead, envelope, wristband illustration, website and the real product moddeled on 3d

My project will not include

_the product provide you to have a date, it will not match you wih others.

Required Know-How

-design a wristband

-design a website (dreamviewer, muse..)

-3d moddelling

Difficulties & Risks

I think that the most difficult parts of the project is making a website and the modelling because I've never studied on 3D and I have learn it very properly otherwise there won't be a proper real product, however the thing I want most is the real outcome.

Making a website part will be also harsh because of not only designing but also it includes coddng. And even though i took webdesign course, my coddng information is not too much and making website is more important to finish the project because if i wont that, there will be no meaning to make a project it is the biggest thing summarizing the project.

Phases of the Project

1- I will begin my project by developing the style identity itself because it will help me to design a wristband and gives idea how the style should be.
The first step is that I will have to choose a name for the brand, first deciding whether it should be in English or in Turkish.

2- After I have chosen the name, I will start doing study to design the logo of the brand.

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

4- When the identity is completed, I will start to illustrate the 4 different coloured product

5- Designing graphics or charts about the compatibility between the groups which will be put on the website. It should be both understandable and attractive because it will be the map of the person.

6- I will start to make a deep research about making the wristband & watch tutorials about 3d to make the real product. I will spend my days to learn 3d on this part.

7- I will start to draw wristband (two item) on 3d.

8- After the design part will finish, I will print out it and make an experiment between different wristband.

9- When the experiment is successful, I will make a website which is briefly consisted of the parts:

- _Representation of the product
- _Shows chart & graphics
- _Shop online

Criteria of success

If The whole design will be consistent, attractive, interesting

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the wristband will be chic, attractive and work successfully (website also) then it means the project is completed.

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